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Tableservice Restaurant Trends, 1989

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Introduction and Methodology

In late 1988 the National Restaurant Association conducted three research projects focusing on tableservice restaurants. These projects include

- a menu analysis
- a Gallup consumer survey
- a survey of tableservice restaurant operators.

The purpose of this effort was to learn more about tableservice trends. Specifically the two surveys investigate the needs of tableservice customers and examine how various types of restaurants are responding to consumers. The menu analysis investigates how tableservice menu offerings have changed over the past five years. The two surveys cover a wide variety of topics pertinent to tableservice restaurants including nutrition concerns, service changes, reservations, non-smoking sections and features offered such as on-premise baking, catering and children's menus.

This report is divided into nine sections each of which contains a brief summary as well as detailed tables. On page 3 you will find a handy reference guide that will help you locate the appropriate section for each topic covered.

Methodology for each of the three research projects is outlined here.

Menu Analysis: One hundred menus were randomly selected for analysis from entries in the Association's annual Great Menu Contest. Fifty lunch and dinner menus were chosen from the 1982 entrants and 50 from 1988. Menus were analyzed by the Association's nutritionist.

Consumer Survey: A Gallup telephone survey of consumers was conducted in September 1988 among a nationally representative sample of 1,005 adults. Detailed tables included in this report depict survey results broken down by demographic characteristics. A copy of the questionnaire appears in the appendix.

Tableservice Restaurant Survey: This telephone survey was conducted among a sample of 455 tableservice restaurants by Westat in September 1988. This sample was drawn randomly from Association members operating tableservice restaurants. Because inquiries are designed for response at the individual unit level, chain headquarters were excluded from the Association membership sample. The sample was supplemented with a random sample of 50 establishments drawn from the 1988 Holiday Awards. Detailed tables give results based on average per person dinner check size, number of establishments, sales volume and menu theme. A total for the entire sample is not given because the sample is not weighted to represent the industry. Sample demographics and a copy of the questionnaire are in the appendix.

Questions or comments regarding this report should be addressed to the Research Department, National Restaurant Association, 1200 17th Street, N.W., Washington, D.C. 20036.

Reference Guide

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- beverages

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- restaurants offering specific items
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- o seasonal menu features
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- o daily menu changes
- o smoking, non-smoking sections

- restaurants offering, planning to offer

- o on-premise baking
- o on-premise catering
- o children's menu items
- o display cooking
- o live entertainment/music
- o dessert display
- o salad/food bar
- o daily menu change
- o seasonal menu features
- o smoking/non-smoking sections
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- restaurant offering, planning to offer

- o retail sale of bakery items
- o off-premise catering
- o ready to eat take out meals
- o retail sale of items by pound
- o home delivery

VIII. Tableservice Remodeling Plans

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1988 Menu Analysis

Food consumption has changed dramatically in the last decade and restaurant menus reflect this. A study of the changes in restaurant menus over a six year period (1982-1988) shows that patrons have a wider selection of foods, cooking methods and ethnic dishes to choose from when eating out. One hundred menus (lunch and dinner) were randomly selected from those submitted to the National Restaurant Association's Great Menu Contest for analysis. Fifty were chosen from the 1982 entrants and 50 from 1988.

Appetizers

The expansion in variety is particularly apparent in the appetizer category (excluding soup); a total of 312 appetizers appeared on the menus in 1982 versus 444 in 1988. Pizza, pasta and Mexican-type appetizers (see table I) were big gainers over the six year period. In 1982 pizza accounted for less than one percent of the appetizers and grew to 4% by 1988. A similar growth rate is seen in pasta and meat-base appetizers while Mexican-type appetizers doubled from 8% to 16% of the total category. A sharp decline was seen in the percentage of fruit appetizers (juice, fresh fruit, fruit cup, etc.) from nine to less than one percent and pates accounted for a smaller percentage of appetizers in 1988 than in 1982 (less than one versus four). Although the percentage of appetizers made from vegetable declined the number of potato skin appetizers on the menus grew from 21 in 1982 to 31 in 1988 representing 24% of vegetable appetizers in 1982 and 35% in 1988.

Soups

While the number of appetizers expanded the soup selections remained relatively constant with 98 soups on the 1982 menus and 102 on the 1988 menus. The percentage of soups du jour fell from 37% to 25% over the six year period while the presence of ethnic soups (gazpacho, Mexican fish chowder, etc.) swelled from two percent to 13%.

Entrees

More entrees (846) were on the 1988 menus than the 1982 menus (782) and a greater variety was offered among the 1988 menus. Although seafood and fish dishes accounted for the largest (26%) percent of entrees this represents a decline from 31% in 1982. Yet, the variety of fish on the menus grew between 1982 and 1986. Sole entrees declined from a total of 23 in 1982 to 6 in 1988 giving way to underutilized species, like mahi mahi, monk fish, ono, orange roughy, sea bass and sturgeon, which were absent from the 1982 menus. The number of salmon entrees doubled (from 6 to 12) over the years and the number of swordfish entrees increased from four to 10.

Not surprisingly the incidence of meat (lamb, beef, pork and veal) entrees on the menus declined from 35% in 1988 to 22% in 1988 and egg dishes (quiches, fritatas, omelettes, etc.) tumbled from

eight percent of entrees to two percent. The number of Mexican entrees grew over four fold from a low of five percent in 1982 to 22% in 1988. Twenty-nine traditional Mexican dishes (seafood stew with chayote squash, chicken mole, pork browned in natural juices, etc.) appeared on the 1988 menus while none were present in 1982. Pasta entrees also gained in popularity growing from five to 12% of total entrees as did the diet or calorie controlled entrees (0 to 2%). Pasta creations were heavily influenced by the cajun trend with 10 cajun pasta dishes (10% of pasta entrees) on the 1988 menus compared to none on the 1982 menus. Although poultry entrees remained stable over the years the number of grilled or charbroiled chicken dishes grew from five, or seven percent of poultry dishes, in 1982 to 14, or 14%, in 1988.

Salads

Overall the number of salads on the menus grew from 192 in 1982 to 254 in 1988. But entree salads accounted for the growth increasing from 100 to 168 while the number of side salads actually declined slightly from 92 to 86. Despite the decline the 1988 side salads included a wider variety of ingredients (greens, vegetables, cheeses, etc.) than did the 1982 side salads. Of the entree salads, those made from fish or seafood experienced a 10% increase from 17% to 27% over the six years and within this category the number of shrimp salads increased over six times from three (3% of entree salads) in 1982 to 19 (11% of entree salads) in 1988. Chicken and other poultry and Mexican-type salads also experienced at least a 5% gain each, from 17% to 23% and 10% to 15%, respectively. Grilled chicken salads were absent from the 1982 menus but 10 appeared in 1988, accounting for 6% of all entree salads. Losing ground in the entree salad category are chef's salad dropping from a share of 21% in 1982 to 11% in 1988 and spinach salad declining from nine percent to seven percent. This could reflect patrons' willingness to try more unusual salad rather than familiar chef's and spinach salads. A larger variety of salad dressings, too, appeared on the menus in 1988, 42 various dressings, than on the 1982 menus which listed 23 different dressings.

Hamburgers and Sandwiches

The all-American food, hamburgers and cheeseburgers, retained their presence on the menus studied while the number of beef and pork sandwiches and hot dogs experienced a slight decline. Similar to entree salads the number of chicken and seafood and fish sardwiches expanded, six percent and three percent respectively. The number of grilled chicken breast sandwiches on the menus grew from one in 1982 (less than one percent of all sandwiches) to 22 (four percent of sandwiches) in 1988.

Desserts

The number of desserts grew slightly from 249 in 1982 to 265 in 1988. Frozen desserts experienced the biggest jump of 11% (from 27% to 38%) of all the desserts. The 1988 menus displayed more exotic sundaes, like macadamia nut, hot fruit and white chocolate ice cream

with liqueur sauce. Also, less sherbet, more sorbet and fountain treats, like ice cream floats and banana splits, were featured in 1988 than in 1982. The number of pastries doubled from 12 to 24 (5% to 9%) during the six year period while cake became a less popular dessert item falling 10% (from 26% to 16%). Although the fruit-based desserts experienced a decline the availability of fresh fruit for dessert remained constant. In the miscellaneous category it is interesting to note the number of times gelatin dessert appeared on the menu declined by two thirds from six to two. And the influence of the Mexican trend is evidenced by the presence of fried, fruit-filled burritos on two of the 1988 menus.

Beverages

Overall the presence of alcoholic beverages on the menus studied declined between 1982 and 1986: of the fifty 1988 menus, 13 listed cocktails versus 22 of the 1982 menus offering cocktails. The number of menus featuring spiked coffees in 1988 was half that in 1982 (5 vs. 10) while more menus had aperitifs in 1988 than 1982 (5 vs. 2). The availability of house wines declined from 1982 to 1988 with 21 of the earlier menus offering a house wine compared to 14 of the 1988 menu but an equal number (12) had wine lists available. More of the 1988 menus displayed wine coolers (5 vs. 1) and champagne (14 vs. 3) than the 1982 bills of fare. The presence of beer also declined between 1982 and 1988, from 16 to 11 of the menus offering beer.

In the nonalcoholic beverage category coffee remained relatively stable but "sanka", popular in 1982, was almost completely replaced by brewed decaffeinated coffee on the 1988 menus. In 1982 15 menus featured sanka while brewed decafe was nowhere to be found. Conversely, 20 menus in 1988 had brewed decafe while only three retained sanka. A similar trend was seen with tea. Hot tea offerings remained stable over the years but the availability of specialty and/or herb teas exploded from only four menus to 14. Milk appeared on slightly fewer of the 1988 menus than 1982 (20 vs. 24) but skim milk was available on three 1988 menus vs. one in 1982.

Fountain beverages (milk shakes, ice cream sodas, etc.) gained presence, appearing on seven menus in 1982 and 12 in 1988. The number of menus with bottle water more than tripled over the years growing from five in 1982 to 17 in 1988 and nonalcoholic beer, wine and cocktails were seen on 5 of the 1988 menus versus one in 1982. Fruit juice and lemonade was also more available in 1988 than 1982. Clearly, foodservice operators are offering more nonalcoholic alternatives for those patrons electing not to drink alcohol.

Conclusion

Restaurateurs are responding to the more sophisticated tastes of today's patrons. The growth of appetizers gives patrons the opportunity to sample a number of new foods and suggests that Americans still enjoy "grazing." And, the increase in the number of

meat appetizers may signal a shift from ordering meat entrees to smaller portioned appetizers. The decline of fish and seafood entrees supports other data indicating that consumers are less likely to order fish now than they were in 1982. The decline in fish order though could be attributed to more adventurous eating habits. Of the entrees on the 1982 menus three quarters (76%) were concentrated among three categories, seafood and fish, meat and poultry. In 1988 82% of the entrees comprised Mexican entrees and pasta in addition to seafood/ fish, meat and poultry. This coupled with the appearance of underutilized fish species, traditional Mexican entrees and the influence of Cajun cuisine indicates that patrons want new eating experiences. This concept is reflected also in the variety of produce and ingredients used in salads on the 1988 menus. Hearts of romaine were updated with jicama and goat cheese, radicchio replaced bibb lettuce and curley endive was paired with duck breast and cherry vinegar. The fascination with flavor, as evidenced by the Mexican and Cajun influence, also is reflected by the explosion of vinaigrette dressing. The 1982 menus carried three: herb, tarragon and a hot vinaigrette. By 1988 the number reached 13 and included exotic varieties as balsmic, creole, cilantro chili and orange ginger. Finally the appearance of brewed decaffeinated coffee on 80% of the 1988 menus could be indicative of patrons unwilling to compromise quality and flavor.

Cooking methods are changing. The growth of grilled chicken is a good indication of this. More grilled fish also appeared in the 1988 menus and the Cajun blackening method was used not only on the fish but on hamburgers, steaks and chicken as well. Overall the differences between the menus from 1982 to 1988 reflect a sophisticated patron who knows good food and desires quality and variety.

Table I

Appetizers

	1988	1982
Total number	444	312
Percent of total		
Seafood/fish	31%	32%
Vegetable	20	28
Mexican-type	16	8
Miscellaneous	6	7
Cheese (fried, fresh, baked, balls, etc.	6	5
Chicken	6	4
Pasta	5	<1
Meat (beef, pork, lamb, veal)	5	1
Pizza	4	<1
Asian	1	<1
Fruit	<1	9
Pates	<1	4

Table II

Soups

	1988	1982
Total number	102	98
Percent of total		
Du jour	25%	37%
Vegetable and/or cheese	25	26
Seafood/fish	20	17
Ethnic	13	2
Meat (beef, pork, lamb, veal)	12	13
Miscellaneous	4	5
Chicken	2	3

Table III

Entrees

	1988	1982
Total number	846	782
Percent of total		
Seafood/fish	26%	31%
Mexican-type	22	5
Meat (beef, pork, lamb, veal)	22	35
Pasta	12	5
Poultry	11	10
Diet plates	4	2
Combination meat & seafood	3	2
Egg dishes	2	8
Pizza	2	0
Miscellaneous	2	2

Table IV

Salads

	1988	1982
Total number	254	192
Side salads		
Number	86	92
Percent of total salads	34%	48%
Entree salads		
Number	168	100
Percent of total salads	66%	52%
Types of entree salads Percent of entree salads		
Seafood/fish	27%	17%
Chicken, other poultry	23	17
Mexican-type	15	10
Chef's	11	21
Spinach	7	9
Other	6	7
Other ethnic (Greek, etc.)	5	7
Fruit	2	5
Salad bars	2	7

Table V

Hamburgers and Sandwiches

	1988	1982
Total number	492	444
Percent of total		
Cheeseburgers	17%	16%
Hamburgers	15	14
Beef sandwiches	15	18
Seafood/fish	10	7
Chicken	9	3
Pork	7	11
Combinations (Meat, cheese,etc.)	7	7
Club sandwiches	6	6
Cheese, egg, vegetable	6	6
Turkey	4	4
Hot dogs	2	3

Table VI

Dessert

	1988	1982
Total number	265	249
Percent of total		
Frozen desserts	38%	27%
Pie	20	18
Cake	16	26
Pastry	9	5
Pudding, custard, mousse	7	8
Fruit-based desserts	4	7
Miscellaneous	4	7
Brownies/cookies	2	2

Table VII

Beverages

	Number of Menus Offering	
	1988	1982
Alcoholic beverages		
Cocktails	13	22
Spiked coffee	5	10
Aperitifs	5	2
Wine		
House	14	21
List	12	12
Coolers	5	1
Champagne	14	3
Beer	11	16
Hard Cider	--	1
Nonalcoholic Beverages		
Coffee		
Regular	34	32
Decaffeinated, unspecified	8	3
Decaffeinated, brewed	20	--
Sanka	3	15
Espresso	7	8
Capuccino	8	6
Iced coffee	6	3
Tea		
Hot, unspecified	27	27
Hot, specialty/herb	14	4
Iced tea	20	17
Decaffeinated	1	--
Postum	--	1
Hot chocolate	11	16
Milk		
Regular	20	24
Buttermilk	3	3
Lowfat milk	1	2
Skim	3	1
Chocolate	3	3

Con't - Table VII

	1988	1982
Fountain beverages	12	7
Soft drinks	22	23
Natural soft drinks	3	--
Bottled water	17	5
Fruit juice	15	9
Lemonade	8	5
Nonalcoholic beer, wine or cocktails	5	1

Nutrition Issues

Nutrition concerns continue to be important among restaurant customers. According to our Gallup survey conducted in October 1988, 59 percent of adult consumers are very interested in having tableservice restaurants in their area offer menu items for nutrition conscious consumers. In terms of interest among consumers this feature ranks second to separate sections for smokers and nonsmokers (74%) but ahead of such features as self service salad bars, seasonal menu items and daily menu changes.

Consumers profess a relatively high degree of interest in nutritious menu items to which tableservice restaurants are responding. In fact the Association's survey of tableservice operators shows that the vast majority will alter menu items on request to satisfy nutrition concerns. Furthermore a majority offer items for the nutrition conscious and one-third to one-half feature menu items based on their nutritional benefits.

In most cases all the customer needs to do is ask and the restaurant will

- serve sauce on the side
- serve salad dressing on the side
- cook without salt
- broil or bake rather than fry
- prepare items using vegetable oil rather than butter or
- skin chicken before preparing.

The nutrition conscious consumer will find sugar substitutes, diet beverages and caffeine free beverages at 9 out of 10 or more tableservice restaurants. In addition the chances are better than 50-50 that the customer will find fresh fruit for dessert, whole grain bread or rolls and margarine at tableservice establishments. Low fat/skim milk and reduced calorie salad dressings are somewhat less likely to be available.

Consumers should make their nutrition needs known at the restaurant they visit. By doing so they will usually be served menu items prepared the way they want them. Furthermore they will encourage restaurateurs to feature more items based on their nutrition benefits. If restaurateurs don't meet their customers' needs in today's competitive environment they won't be successful for long.

It is notable that the proportion of restaurants featuring menu items on their nutritional benefits has risen substantially in just two years. An Association Gallup survey conducted in May 1986 reported that 25-33 percent of tableservice restaurants featured such menu items. In the Association's September 1988 survey the figure is approximately 40 percent, a significant increase.

Alter Preparation Methods On Request

by dinner check size per person

	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+
Proportion which will alter preparation methods	88%	90%	94%	96%
Types of changes for those that will alter methods				
Serve sauce on the side	98%	98%	95%	98%
Serve salad dressing on the side	99	96	92	98
Cook without salt	86	90	99	96
Broil or bake rather than fry	77	93	96	98
Prepare foods using vegetable oil/margarine rather than butter/ shortening/lard	90	89	91	92
Skin chicken before preparing	72	88	90	97
All of above methods	50	70	73	87

Source: National Restaurant Association Tableservice Operator Survey

Percent Offering Items

by dinner check size per person

	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+
Sugar substitute	97%	97%	99%	97%
Diet beverages	100	96	97	94
Caffeine-free beverage	88	93	87	94
Fresh fruit for dessert	51	64	78	94
Whole grain bread, rolls or crackers	76	73	64	57
Margarine	78	74	55	52
Low fat or skim milk	46	36	31	46
Reduced calorie salad dressing	59	41	32	28
Salt substitute	19	24	16	18
All nine of above items	5	7	3	3
7-8 of above items	43	32	25	33
4-6 of above items	44	54	59	58

Source: National Restaurant Association Tableservice Operator Survey

Restaurants Promoting or Featuring Menu Items

on Health or Nutrition Benefits

by dinner check size per person

<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+
44%	46%	33%	49%

Source: National Restaurant Association Tableservice Operator Survey

Detailed Tables

THE GALLUP ORGANIZATION, INC.
G088304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (*) ?

(*) MENU ITEMS FOR NUTRITION-CONSCIOUS CUSTOMERS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	122	58	63	101	19	20	27	24	20	31	63	58	27	39	45	10
	7.3	7.4	7.2	7.0	8.3	9.2	6.7	5.4	5.5	13.1	5.6	10.7	12.5	6.3	7.5	4.3
2	50	26	23	48	2	8	6	9	14	13	31	19	17	11	11	11
	3.0	3.3	2.6	3.3	0.9	3.5	1.4	2.0	3.9	5.6	2.7	3.5	7.5	1.9	1.8	4.7
3	218	137	81	186	32	37	56	57	46	22	152	66	16	75	94	33
	13.0	17.4	9.1	12.9	14.1	16.8	14.1	13.1	12.5	9.2	13.5	12.2	7.2	12.1	15.6	14.5
4	288	168	120	262	25	48	62	79	64	34	210	78	27	120	96	45
	17.2	21.3	13.6	18.1	11.2	21.8	15.6	18.2	17.5	14.6	18.7	14.3	12.5	19.6	15.8	19.7
5 (VERY INTERESTED)	977	389	588	834	143	107	245	269	222	119	658	315	124	361	356	130
	58.4	49.2	66.5	57.7	63.8	48.6	61.6	61.3	60.3	50.8	58.5	57.8	56.5	58.7	58.9	56.8
DON'T KNOW	19	11	8	16	4	-	2	-	1	15	11	8	8	8	2	-
	1.1	1.4	0.9	1.1	1.6	-	0.6	-	0.3	6.6	1.0	1.5	3.8	1.4	0.4	-
MEAN	4.2	4.0	4.3	4.2	4.2	4.0	4.2	4.3	4.2	3.9	4.2	4.1	4.0	4.2	4.2	4.2

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Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (*) ?

(*) MENU ITEMS FOR NUTRITION-CONSCIOUS CUSTOMERS

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																		
1 (NOT AT ALL	122	46	41	35	37	26	3	30	19	5	37	32	20	11	14	22	8	15
INTERESTED)	7.3	6.7	6.2	10.7	5.9	7.3	1.6	10.7	5.0	4.2	9.9	10.8	8.6	4.7	6.6	10.4	5.3	4.3
2	50	18	28	4	17	7	5	12	12	1	10	11	4	14	4	6	4	7
	3.0	2.6	4.2	1.2	2.7	1.9	3.2	4.3	3.2	0.8	2.8	3.6	1.6	6.0	2.0	2.8	2.6	2.1
3	218	89	82	47	94	53	18	27	39	12	30	32	26	34	19	26	26	54
	13.0	13.0	12.4	14.5	15.1	15.1	11.2	9.7	10.3	9.3	8.0	10.8	11.3	14.4	9.2	12.5	17.1	16.0
4	288	135	114	39	126	42	41	38	52	26	42	51	38	43	39	40	26	52
	17.2	19.6	17.3	12.0	20.3	11.9	25.9	13.6	14.1	19.9	11.1	17.0	16.3	18.2	18.7	18.9	17.4	15.3
5 (VERY	977	399	391	187	346	225	87	169	251	83	253	170	142	130	129	116	81	208
INTERESTED)	58.4	57.9	59.4	57.5	55.8	63.8	54.4	60.1	67.4	63.7	66.9	57.0	61.2	55.4	62.2	55.4	53.7	61.3
(DON'T KNOW	19	2	3	13	1	-	6	4	-	3	5	2	2	3	3	-	6	3
	1.1	0.3	0.5	4.1	0.2	-	3.7	1.5	-	2.2	1.4	0.7	1.0	1.2	1.3	-	3.9	0.9
MEAN	4.2	4.2	4.2	4.1	4.2	4.2	4.3	4.1	4.4	4.4	4.2	4.1	4.2	4.1	4.3	4.1	4.2	4.3

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SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (READ)?

(C) MENU ITEMS FOR NUTRITION-CONSCIOUS CUSTOMERS

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	254	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	122	29	11	18	25	17	8	48	35	13	20	7	13	48	24	50
	7.3	6.9	11.3	5.6	6.1	6.8	5.0	9.5	10.7	7.3	5.8	7.2	5.3	10.1	4.4	7.5
2	50	13	3	9	16	9	7	14	11	2	7	6	1	10	17	23
	3.0	3.1	3.7	2.9	4.0	3.4	4.9	2.7	3.5	1.4	2.0	6.0	0.4	2.1	3.2	3.5
3	218	43	9	34	67	43	24	58	34	24	51	20	31	68	57	93
	13.0	10.2	9.0	10.5	16.4	16.8	15.8	11.4	10.5	13.0	15.0	20.8	12.7	14.3	10.5	14.2
4	288	68	14	55	72	37	35	86	60	26	61	12	50	57	125	106
	17.2	16.2	14.6	16.7	17.7	14.8	22.7	17.0	18.4	14.4	18.2	12.2	20.6	11.9	23.2	16.1
5 (VERY INTERESTED)	977	267	57	209	216	137	79	298	184	114	196	51	146	289	312	377
	58.4	63.4	60.5	64.3	53.0	53.9	51.5	58.6	56.3	62.7	58.2	52.6	60.5	60.8	57.8	57.1
DON'T KNOW	19	1	1	-	11	11	-	5	2	2	2	1	1	4	5	10
	1.1	0.2	1.1	-	2.7	4.4	-	0.9	0.6	1.3	0.7	1.3	0.5	0.8	1.0	1.6
MEAN	4.2	4.3	4.1	4.3	4.1	4.1	4.1	4.1	4.1	4.3	4.2	4.0	4.3	4.1	4.3	4.1

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 1-1
Q1.1 RESTAURANT OFFER SALT SUBS TO CUSTOMERS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	21 19.4	32 23.5	15 16.5	20 18.2	67 23.0	7 9.7	14 15.7	23 23.0	29 21.0	31 18.7	22 19.8	16 16.3	17 20.0	35 21.7
NO	86 79.6	103 75.7	75 82.4	90 81.8	222 76.3	65 90.3	74 83.1	76 76.0	107 77.5	135 81.3	87 78.4	81 82.7	68 80.0	126 78.3
DON'T KNOW	1 .9	1 .7	1 1.1	0	2 .7	0	1 1.1	1 1.0	2 1.4	0	2 1.8	1 1.0	0	0
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 2-1
Q1.2 RESTAURANT OFFER SUGAR SUBS TO CUSTOMERS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	105 97.2	132 97.1	90 98.9	107 97.3	281 96.6	72 100.0	88 98.9	97 97.0	135 97.8	164 98.8	111 100.0	92 93.9	83 97.6	158 98.1
NO	3 2.8	4 2.9	1 1.1	3 2.7	10 3.4	0	1 1.1	3 3.0	3 2.2	2 1.2	0	6 6.1	2 2.4	3 1.9
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 3-1
Q1.3 RESTAURANT OFFER DIET BEVERAGES TO CUSTOMERS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	108 100.0	131 96.3	88 96.7	104 94.5	278 95.5	71 98.6	89 100.0	98 98.0	136 98.6	161 97.0	110 99.1	92 93.9	80 94.1	159 98.8
NO	0	5 3.7	3 3.3	6 5.5	13 4.5	1 1.4	0	2 2.0	2 1.4	5 3.0	1 .9	6 6.1	5 5.9	2 1.2
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 4-1
Q1.4 RESTAURANT OFFER CAFFEINE-FREE BEVERAGES TO CUSTOMERS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	95 88.0	127 93.4	79 86.8	103 93.6	259 89.0	67 93.1	84 94.4	90 90.0	122 88.4	155 93.4	102 91.9	86 87.8	78 91.8	147 91.3
NO	13 12.0	9 6.6	11 12.1	7 6.4	31 10.7	5 6.9	5 5.6	10 10.0	15 10.9	11 6.6	9 8.1	12 12.2	7 8.2	13 8.1
DON'T KNOW	0	0	1 1.1	0	1 .3	0	0	0	1 .7	0	0	0	0	1 .6
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 5-1
Q1.5 RESTAURANT OFFER MARGARINE TO CUSTOMERS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	84 77.8	100 73.5	50 54.9	57 51.8	195 67.0	38 52.8	64 71.9	72 72.0	85 61.6	109 65.7	76 68.5	44 44.9	66 77.6	112 69.6
NO	24 22.2	36 26.5	39 42.9	52 47.3	95 32.6	33 45.8	24 27.0	28 28.0	53 38.4	55 33.1	33 29.7	53 54.1	19 22.4	49 30.4
DON'T KNOW	0	0	2 2.2	1 .9	1 .3	1 1.4	1 1.1	0	0	2 1.2	2 1.8	1 1.0	0	0
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 6-1
Q1.6 RESTAURANT OFFER LOW-FAT OR SKIM MILK?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	50 46.3	49 36.0	28 30.8	50 45.5	108 37.1	29 40.3	45 50.6	41 41.0	51 37.0	75 45.2	58 52.3	30 30.6	28 32.9	69 42.9
NO	58 53.7	87 64.0	60 65.9	60 54.5	182 62.5	43 59.7	42 47.2	59 59.0	87 63.0	89 53.6	51 45.9	68 69.4	57 67.1	91 56.5
DON'T KNOW	0	0	3 3.3	0	1 .3	0	2 2.2	0	0	2 1.2	2 1.8	0	0	1 .6
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 7-1
Q1.7 RESTAURANT OFFER REDUCED CALORIE SALAD DRESSING?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	64 59.3	56 41.2	29 31.9	31 28.2	116 39.9	21 29.2	43 48.3	39 39.0	62 44.9	66 39.8	56 50.5	24 24.5	39 45.9	63 39.1
NO	43 39.8	80 58.8	62 68.1	78 70.9	173 59.5	51 70.8	46 51.7	60 60.0	76 55.1	99 59.6	54 48.6	74 75.5	46 54.1	97 60.2
DON'T KNOW	1 .9	0	0	1 .9	2 .7	0	0	1 1.0	0	1 .6	1 .9	0	0	1 .6
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 8-1
Q1.8 RESTAURANT OFFER WHOLE GRAIN BREAD, ROLLS OR CRACKERS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	82 75.9	99 72.8	58 63.7	63 57.3	210 72.2	42 58.3	56 62.9	75 75.0	95 68.8	107 64.5	90 81.1	46 46.9	58 68.2	117 72.7
NO	25 23.1	37 27.2	33 36.3	47 42.7	80 27.5	30 41.7	33 37.1	24 24.0	43 31.2	59 35.5	20 18.0	52 53.1	27 31.8	44 27.3
DON'T KNOW	1 .9	0	0	0	1 .3	0	0	1 1.0	0	0	1 .9	0	0	0
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 9-1
Q1.9 RESTAURANT OFFER FRESH FRUIT FOR DESSERT?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	55 50.9	87 64.0	71 78.0	103 93.6	198 68.0	51 70.8	69 77.5	54 54.0	102 73.9	136 81.9	80 72.1	67 68.4	57 67.1	117 72.7
NO	53 49.1	49 36.0	20 22.0	7 6.4	93 32.0	21 29.2	20 22.5	46 46.0	36 26.1	30 18.1	31 27.9	31 31.6	28 32.9	44 27.3
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 10-1
Q2. WILL RESTAURANT ALTER PREP METHODS FOR CUSTOMERS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	95	123	86	105	272	65	79	86	132	156	103	90	76	150
	88.0	90.4	94.5	95.5	93.5	90.3	88.8	86.0	95.7	94.0	92.8	91.8	89.4	93.2
NO	13	13	5	5	19	7	10	14	6	10	8	8	9	11
	12.0	9.6	5.5	4.5	6.5	9.7	11.2	14.0	4.3	6.0	7.2	8.2	10.6	6.8
SIGMA	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(#941900) 10/20/88

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 11-1
Q3.1 RESTAURANT COOK WITHOUT SALT?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	95	123	86	105	272	65	79	86	132	156	103	90	76	150
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	82	111	85	101	250	60	75	77	123	145	95	77	73	143
	86.3	90.2	98.8	96.2	91.9	92.3	94.9	89.5	93.2	92.9	92.2	85.6	96.1	95.3
NO	12	10	1	4	19	5	3	8	9	8	7	11	3	6
	12.6	8.1	1.2	3.8	7.0	7.7	3.8	9.3	6.8	5.1	6.8	12.2	3.9	4.0
DON'T KNOW	1	2	0	0	2	0	1	1	0	2	1	1	0	1
	1.1	1.6			.7		1.3	1.2		1.3	1.0	1.1		.7
NOT STATED	0	0	0	0	1	0	0	0	0	1	0	1	0	0
					.4					.6		1.1		
SIGMA	95	123	86	105	272	65	79	86	132	156	103	90	76	150
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 12-1
Q3.2 RESTAURANT SERVE SAUCE ON THE SIDE?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	95	123	86	105	272	65	79	86	132	156	103	90	76	150
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	93	121	82	103	264	64	78	83	129	154	102	88	74	145
	97.9	98.4	95.3	98.1	97.1	98.5	98.7	96.5	97.7	98.7	99.0	97.8	97.4	96.7
NO	2	2	4	2	8	1	1	3	3	2	1	2	2	5
	2.1	1.6	4.7	1.9	2.9	1.5	1.3	3.5	2.3	1.3	1.0	2.2	2.6	3.3
SIGMA	95	[illegible]	86	105	272	65	79	86	132	156	103	90	76	150
	100.0	[illegible]	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 13-1
Q3.3 RESTAURANT SERVE SALAD DRESSING ON THE SIDE?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	95	123	86	105	272	65	79	86	132	156	103	90	76	150
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	94	118	79	103	262	62	77	80	128	152	101	83	71	149
	98.9	95.9	91.9	98.1	96.3	95.4	97.5	93.0	97.0	97.4	98.1	92.2	93.4	99.3
NO	1	4	7	2	9	3	2	6	3	4	2	7	4	1
	1.1	3.3	8.1	1.9	3.3	4.6	2.5	7.0	2.3	2.6	1.9	7.8	5.3	.7
DON'T KNOW	0	1	0	0	1	0	0	0	1	0	0	0	1	0
		.8			.4				.8				1.3	
SIGMA	95	123	86	105	272	65	79	86	132	156	103	90	76	150
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 14-1
Q3.4 PREP FOOD IN VEGETABLE OIL OR MARGARINE?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	95	123	86	105	272	65	79	86	132	156	103	90	76	150
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	85	110	78	97	246	60	70	78	122	140	93	76	72	138
	89.5	89.4	90.7	92.4	90.4	92.3	88.6	90.7	92.4	89.7	90.3	84.4	94.7	92.0
NO	9	12	6	8	25	4	7	7	9	14	9	12	4	11
	9.5	9.8	7.0	7.6	9.2	6.2	8.9	8.1	6.8	9.0	8.7	13.3	5.3	7.3
DON'T KNOW	1	1	2	0	1	1	2	1	1	2	1	2	0	1
	1.1	.8	2.3		.4	1.5	2.5	1.2	.8	1.3	1.0	2.2		.7
SIGMA	95	123	86	105	272	65	79	86	132	156	103	90	76	150
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 15-1
Q3.5 RESTAURANT BROIL OR BAKE FOODS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	95 100.0	123 100.0	86 100.0	105 100.0	272 100.0	65 100.0	79 100.0	86 100.0	132 100.0	156 100.0	103 100.0	90 100.0	76 100.0	150 100.0
YES	73 76.8	114 92.7	83 96.5	103 98.1	244 89.7	59 90.8	76 96.2	73 84.9	123 93.2	148 94.9	96 93.2	79 87.8	73 96.1	134 89.3
NO	21 22.1	9 7.3	2 2.3	2 1.9	27 9.9	5 7.7	3 3.8	13 15.1	9 6.8	8 5.1	7 6.8	10 11.1	2 2.6	16 10.7
DON'T KNOW	1 1.1	0	1 1.2	0	1 .4	1 1.5	0	0	0	0	0	1 1.1	1 1.3	0
SIGMA	95 100.0	123 100.0	86 100.0	105 100.0	272 100.0	65 100.0	79 100.0	86 100.0	132 100.0	156 100.0	103 100.0	90 100.0	76 100.0	150 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 16-1
Q3.6 RESTAURANT SKIN CHICKEN BEFORE PREPARING?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	95 100.0	123 100.0	86 100.0	105 100.0	272 100.0	65 100.0	79 100.0	86 100.0	132 100.0	156 100.0	103 100.0	90 100.0	76 100.0	150 100.0
YES	68 71.6	108 87.8	77 89.5	102 97.1	226 83.1	61 93.8	71 89.9	59 68.6	121 91.7	144 92.3	95 92.2	81 90.0	62 81.6	123 82.0
NO	26 27.4	15 12.2	9 10.5	3 2.9	45 16.5	4 6.2	8 10.1	26 30.2	11 8.3	12 7.7	8 7.8	9 10.0	14 18.4	26 17.3
DON'T KNOW	1 1.1	0	0	0	1 .4	0	0	1 1.2	0	0	0	0	0	1 .7
SIGMA	95 100.0	123 100.0	86 100.0	105 100.0	272 100.0	65 100.0	79 100.0	86 100.0	132 100.0	156 100.0	103 100.0	90 100.0	76 100.0	150 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 17-1
Q4 RESTAURANT PROMOTE ITEMS BECAUSE OF HEALTH VALUE?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	47 43.5	62 45.6	30 33.0	54 49.1	120 41.2	29 40.3	47 52.8	36 36.0	69 50.0	72 43.4	47 42.3	39 39.8	39 45.9	74 46.0
NO	61 56.5	72 52.9	59 64.8	56 50.9	168 57.7	42 58.3	42 47.2	62 62.0	69 50.0	93 56.0	64 57.7	58 59.2	45 52.9	85 52.8
DON'T KNOW	0	2 1.5	2 2.2	0	3 1.0	1 1.4	0	2 2.0	0	1 .6	0	1 1.0	1 1.2	2 1.2
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

(#941900) 10/20/88

Reservations and No Shows

No shows are a problem that a substantial minority of tableservice restaurants operators who accept reservations must deal with regularly, and they are much more prevalent at establishments with higher check averages. According to our survey only 9 percent of those with per person dinner checks under $8.00 reported no shows but the proportion climbs to 50 percent in the $25.00+ dinner check category. Furthermore 8 percent of those with the highest check averages reported frequent no shows, a situation which is virtually non existent among restaurants with lower check averages.

Since restaurants with the highest check averages generally have lower seat turnover, do much of their business through reservations and have little walk in traffic, a single no show represents an especially costly problem.

Virtually all restaurateurs who take reservations have one or more reservations policies such as taking customer phone numbers or calling to reconfirm but many have no specific policy to deal with no shows.

Among those restaurants with $25.00+ per person check averages, 86 percent take the customer's phone number when making a reservation. Furthermore 73 percent call the patron to reconfirm and 67 percent will accept a reservation only from a member of the dining party. Ten percent take the customer's credit card number.

Despite the fact that no shows are reported by half of the restaurants in the $25.00+ category, 48 percent have no policy to deal with them and an additional 26 percent report they just hold reservations for a specified time and release them. This practice may fill a table if a customer happens to walk in but it isn't an effective way of preventing the same situation from happening again.

Although 73 percent call patrons to confirm reservations, only 23 percent cited this as a way of dealing with no shows. So apparently most of those who follow this reservations policy do not regard it as a way of dealing with no shows.

Fewer than 10 percent of the respondents report that they keep a list of repeated no shows or charge no shows a fee, both of which have been advocated by some who are trying to establish effective no show policies.

The idea of charging a fee if patrons fail to show up for a reservation and don't cancel is not especially popular with consumers which suggests that the benefits of this practice to patrons must be promoted if it is used. Patrons should be educated that they are paying for no shows just as they pay for shop lifting at department stores.

Our Gallup survey shows that negative opinions regarding the fee for no shows outweighed either positive or neutral attitudes toward the practice.

Perhaps the reaction of tableservice patrons to the idea of a fee for no shows is related to the fact that they rarely make reservations. This suggests they rarely go to restaurants where reservations are needed. So they probably have little idea of why such a fee might benefit them. Further analysis is required to determine how those who make reservations frequently react to the no show fee.

Only 14 percent of tableservice patrons reported they almost always or frequently make reservations. Another 23 percent of customers sometimes reserve a table, but the largest proportion (62%) does so rarely or never.

Reservations Policy*

by dinner check size per person

Proportion of Respondents Which	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+
Take customer's phone number	66%	62%	70%	86%
Accept reservations from member of dining party only	77	63	63	67
Ask customer to call to confirm	34	34	24	44
Call patron to confirm	28	41	51	73
Take customer's credit card number	2	--	13	10

* based on those accepting reservations

Source: National Restaurant Association Tableservice Operator Survey

Percent of Tableservice Restaurants Reporting No Shows*

by dinner check size per person

	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+
No Shows	9%	25%	30%	50%
Frequent No Shows	--	--	3	8

* based on those accepting reservations

Note: Based on 5 pt. scale where 1 = infrequent and 5 = frequent. No shows = 2-5 on scale. Frequent no shows = 4-5 on scale.

Source: National Restaurant Association Tableservice Operator Survey

Tableservice Restaurant Policy for Dealing With No Shows*

by dinner check size per person

	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+
No policy	70%	64%	76%	48%
Hold reservation for specified time and release	23	28	22	26
Confirm reservations	2	9	3	23
Control number of reservations	2	--	--	8
Keep list of repeated no shows	--	3	3	6
Charge a fee	2	4	3	6

* based on those accepting reservations.

Source: National Restaurant Association Tableservice Operator Survey

Percent of Those Accepting Reservations

by dinner check size per person

	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+
Lunch reservations	47%	67%	64%	60%
Dinner reservations	46	74	77	96

Source: National Restaurant Association Tableservice Operator Survey

Consumer Opinion Regarding

No Show Fee

Being charged a fee if you fail to show up for a reservation and don't cancel

	% Responding
Positive	30%
Negative	48
Neutral	20
Don't Know	2

Source: National Restaurant Association Gallup Survey

Frequency of Making a Reservation

Regularity of Making Reservations	Tableservice Patrons	
Almost always	6%	14
Frequently	8	
Sometimes	23	
Rarely	33	62
Never	29	
Don't Know	1	

Source: National Restaurant Association Gallup Survey

Detailed Tables

THE GALLUP ORGANIZATION,INC.
GO88304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.5 WHEN YOU EAT OUT AT A TABLE-SERVICE RESTAURANT, HOW OFTEN DO YOU MAKE A RESERVATION ?
BASED ON THOSE WHO EAT OUT AT TABLE-SERVICE RESTAURANTS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	998	492	506	884	113	99	249	302	219	120	688	308	131	357	371	136
WEIGHTED BASE	1656	783	873	1436	221	217	387	438	368	230	1119	533	215	613	597	224
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HOW OFTEN MAKE RESERVATIONS AT TABLE-SERVICE RESTAURANTS																
ALMOST ALWAYS	100	26	74	88	12	8	23	25	24	20	71	29	16	38	25	21
	6.1	3.3	8.5	6.1	5.7	3.7	5.9	5.7	6.4	8.6	6.4	5.4	7.4	6.2	4.1	9.6
FREQUENTLY	135	63	72	128	7	18	26	34	37	19	83	51	21	57	34	22
	8.1	8.0	8.3	8.9	3.0	8.2	6.7	7.7	10.1	8.1	7.4	9.6	10.0	9.4	5.6	10.0
SOMETIMES	378	175	203	335	43	34	110	131	62	32	259	117	44	131	152	48
	22.8	22.3	23.3	23.4	19.6	15.6	28.5	30.0	17.0	14.1	23.1	21.9	20.5	21.4	25.5	21.6
RARELY	548	290	258	493	53	78	138	151	118	57	388	159	50	204	212	78
	33.1	37.0	29.5	34.4	24.2	35.9	35.6	34.4	32.1	24.9	34.7	29.8	23.4	33.2	35.6	34.9
NEVER	486	224	262	381	105	79	87	97	123	100	309	177	83	180	171	51
	29.4	28.7	30.0	26.6	47.6	36.5	22.4	22.1	33.5	43.5	27.6	33.3	38.7	29.3	28.6	23.0
DON'T KNOW	9	5	3	9	-	-	3	-	3	2	9	-	-	3	3	2
	0.5	0.6	0.4	0.6	-	-	0.9	-	0.8	0.8	0.8	-	-	0.5	0.6	0.9

THE GALLUP ORGANIZATION,INC.
G088304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.5 WHEN YOU EAT OUT AT A TABLE-SERVICE RESTAURANT, HOW OFTEN DO YOU MAKE A RESERVATION ?
BASED ON THOSE WHO EAT OUT AT TABLE-SERVICE RESTAURANTS

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	998	511	383	104	431	213	80	131	223	75	206	196	145	146	94	110	49	258
WEIGHTED BASE	1656	687	652	317	619	348	160	278	371	130	369	297	230	231	203	210	147	337
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HOW OFTEN MAKE RESERVATIONS AT TABLE-SERVICE RESTAURANTS																		
ALMOST ALWAYS	100	46	34	21	56	12	6	18	26	10	39	21	12	13	13	19	7	16
	6.1	6.7	5.2	6.5	9.0	3.5	3.9	6.5	6.9	7.7	10.5	7.0	5.3	5.8	6.2	8.8	4.7	4.7
FREQUENTLY	135	74	47	14	66	25	5	21	25	17	30	28	27	18	18	10	9	25
	8.1	10.8	7.2	4.3	10.6	7.1	3.4	7.6	6.8	12.8	8.3	9.4	11.7	7.6	9.0	4.9	6.1	7.4
SOMETIMES	378	229	121	29	188	66	33	35	111	32	60	72	37	48	63	43	35	80
	22.8	33.3	18.5	9.1	30.4	18.9	20.4	12.6	29.9	24.8	16.3	24.3	16.0	20.7	31.2	20.5	23.7	23.8
RARELY	548	227	248	73	220	125	46	84	111	40	105	89	70	86	54	91	38	120
	33.1	33.0	38.0	22.9	35.5	35.9	28.6	30.2	30.1	30.9	28.4	29.9	30.5	37.3	26.6	43.1	26.1	35.5
NEVER	486	110	195	181	85	120	70	120	97	28	135	88	82	63	55	48	54	97
	29.4	16.1	29.9	57.1	13.8	34.5	43.8	43.1	26.3	21.2	36.6	29.5	35.7	27.3	27.1	22.7	37.0	28.7
DON'T KNOW	9	1	8	-	4	-	-	-	-	3	-	-	2	3	-	-	3	-
	0.5	0.1	1.2	-	0.7	-	-	-	-	2.7	-	-	0.9	1.3	-	-	2.4	-

THE GALLUP ORGANIZATION,INC.
GUBB104 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.5 WHEN YOU EAT OUT AT A TABLE-SERVICE RESTAURANT, HOW OFTEN DO YOU MAKE A RESERVATION ?
BASED ON THOSE WHO EAT OUT AT TABLE-SERVICE RESTAURANTS

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	998	250	65	185	263	161	102	295	194	101	190	57	133	271	334	393
WEIGHTED BASE	1656	414	95	320	405	252	153	504	323	181	333	97	236	465	532	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HOW OFTEN MAKE RESERVATIONS AT TABLE-SERVICE RESTAURANTS																
ALMOST ALWAYS	100	46	10	36	20	14	6	20	13	7	15	3	11	33	46	21
	6.1	11.1	10.8	11.2	4.8	5.4	3.9	3.9	3.9	3.9	4.5	3.6	4.8	7.1	8.6	3.3
FREQUENTLY	135	39	18	21	35	24	11	32	19	14	29	1	28	28	55	52
	8.1	9.4	19.1	6.5	8.6	9.5	7.3	6.4	5.7	7.5	8.6	1.0	11.8	5.9	10.4	7.9
SOMETIMES	378	112	24	88	105	59	46	74	55	19	87	16	70	107	144	128
	22.8	27.1	25.4	27.6	26.0	23.5	30.2	14.7	17.0	10.7	26.0	16.6	29.8	23.0	27.0	19.3
RARELY	548	133	33	101	136	86	51	159	93	67	119	49	70	159	167	221
	33.1	32.2	34.4	31.5	33.7	34.0	33.2	31.6	28.7	36.9	35.6	50.8	29.4	34.2	31.5	33.6
NEVER	486	82	10	72	108	70	38	215	144	70	82	25	57	133	120	234
	29.4	19.7	10.2	22.6	26.6	27.6	24.8	42.7	44.7	39.0	24.6	25.8	24.1	28.5	22.6	35.5
DON'T KNOW	9	2	-	2	1	-	1	3	-	3	2	2	-	6	-	3
	0.5	0.5	-	0.6	0.2	-	0.7	0.7	-	1.9	0.6	2.2	-	1.2	-	0.4

THE GALLUP ORGANIZATION,INC.
GO88304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.1 IS YOUR OPINION OF THE FOLLOWING PRACTICES (*), ADOPTED BY CERTAIN TABLE-SERVICE RESTAURANTS, POSITIVE, NEGATIVE, OR NEUTRAL ?

(*) BEING CHARGED A FEE IF YOU FAIL TO SHOW UP FOR A RESERVATION AND DON'T CANCEL

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	376	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OPINION																
POSITIVE	509	250	259	425	84	37	78	144	136	110	334	175	90	227	137	53
	30.4	31.7	29.3	29.4	37.7	16.9	19.5	32.8	36.8	47.1	29.7	32.1	41.1	37.0	22.7	23.3
NEGATIVE	802	394	408	701	100	134	226	203	146	83	549	249	77	261	339	119
	47.9	50.0	46.1	48.5	44.9	61.2	56.7	46.3	39.8	35.6	48.9	45.6	35.0	42.5	56.1	52.3
NEUTRAL	336	139	198	300	36	48	87	79	84	37	222	115	49	118	114	54
	20.1	17.6	22.3	20.8	16.0	21.9	21.9	18.1	22.7	15.7	19.7	21.0	22.3	19.3	18.9	23.8
DON'T KNOW	26	6	20	19	3	-	8	12	2	4	19	7	4	7	14	1
	1.6	0.8	2.3	1.3	1.4	-	1.9	2.8	0.6	1.5	1.7	1.3	1.6	1.2	2.3	0.6

THE GALLUP ORGANIZATION,INC.
GUB8806 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.3 IS YOUR OPINION OF THE FOLLOWING PRACTICES (*), ADOPTED BY CERTAIN TABLE-SERVICE RESTAURANTS, POSITIVE, NEGATIVE, OR NEUTRAL ?

(*) BEING CHARGED A FEE IF YOU FAIL TO SHOW UP FOR A RESERVATION AND DON'T CANCEL

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OPINION																		
POSITIVE	509	196	187	126	176	112	56	98	108	19	131	85	63	75	64	77	47	99
	30.4	28.5	28.3	38.9	28.3	31.8	34.9	34.6	29.0	14.9	34.7	28.4	27.1	31.8	31.0	36.5	30.9	29.2
NEGATIVE	802	334	322	145	314	160	57	134	173	73	158	155	118	115	105	73	67	169
	47.9	48.5	48.9	44.7	50.6	45.4	35.6	47.5	46.5	56.2	41.8	52.0	51.2	48.9	50.7	34.5	44.0	49.8
NEUTRAL	336	150	138	48	127	79	40	50	84	33	81	55	47	46	34	61	23	71
	20.1	21.8	20.9	14.9	20.5	22.5	24.9	17.8	22.4	25.3	21.4	18.3	20.4	19.4	16.4	29.0	15.0	21.0
DON'T KNOW	26	9	13	5	3	1	7	-	7	5	8	4	3	-	4	-	15	-
	1.6	1.3	1.9	1.5	0.5	0.4	4.6	-	2.0	3.6	2.1	1.3	1.3	-	1.9	-	10.2	-

THE GALLUP ORGANIZATION,INC.
G088304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.9 IS YOUR OPINION OF THE FOLLOWING PRACTICES (#), ADOPTED BY CERTAIN TABLE-SERVICE RESTAURANTS, POSITIVE, NEGATIVE, OR NEUTRAL ?

(#) BEING CHARGED A FEE IF YOU FAIL TO SHOW UP FOR A RESERVATION AND DON'T CANCEL

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	254	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OPINION																
POSITIVE	509	125	21	104	124	78	46	157	105	52	103	29	74	163	139	207
	30.4	29.8	22.1	31.9	30.5	30.7	30.1	30.8	32.1	28.4	30.5	29.7	30.9	34.3	25.8	31.4
NEGATIVE	802	200	51	149	185	110	76	243	148	95	174	47	127	222	269	311
	47.9	47.5	54.1	45.6	45.5	43.2	49.5	47.7	45.2	52.3	51.5	48.3	52.8	46.7	49.8	47.3
NEUTRAL	336	84	17	67	98	66	31	97	69	28	58	20	38	77	126	133
	20.1	19.9	18.0	20.5	24.0	26.2	20.3	19.1	21.2	15.2	17.1	20.5	15.8	16.2	23.4	20.1
DON'T KNOW	26	11	5	6	-	-	-	12	5	7	3	1	1	13	5	8
	1.6	2.7	5.3	1.9	-	-	-	2.4	1.5	4.1	0.8	1.5	0.5	2.7	1.0	1.2

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 18-1
Q5 RESTAURANT ACCEPT LUNCH RESERVATIONS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	51 47.2	91 66.9	58 63.7	66 60.0	180 61.9	38 52.8	55 61.8	60 60.0	74 53.6	102 61.4	74 66.7	60 61.2	41 48.2	100 62.1
NO	57 52.8	43 31.6	31 34.1	41 37.3	105 36.1	34 47.2	33 37.1	38 38.0	62 44.9	61 36.7	35 31.5	37 37.8	42 49.4	59 36.6
DON'T KNOW	0	1 .7	1 1.1	1 .9	2 .7	0	1 1.1	0	1 .7	2 1.2	0	0	1 1.2	2 1.2
NOT STATED	0	1 .7	1 1.1	2 1.8	4 1.4	0	0	2 2.0	1 .7	1 .6	2 1.8	1 1.0	1 1.2	0
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 19-1
Q5 RESTAURANT ACCEPT DINNER RESERVATIONS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	50 46.3	100 73.5	70 76.9	105 95.5	209 71.8	56 77.8	62 69.7	64 64.0	99 71.7	123 74.1	84 75.7	79 80.6	57 67.1	110 68.3
NO	57 52.8	36 26.5	20 22.0	5 4.5	78 26.8	16 22.2	27 30.3	33 33.0	39 28.3	42 25.3	26 23.4	19 19.4	27 31.8	49 30.4
NOT STATED	1 .9	0	1 1.1	0	4 1.4	0	0	3 3.0	0	1 .6	1 .9	0	1 1.2	2 1.2
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 18-1
Q5 RESTAURANT ACCEPT LUNCH RESERVATIONS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	51	91	58	66	180	38	55	60	74	102	74	60	41	100
	47.2	66.9	63.7	60.0	61.9	52.8	61.8	60.0	53.6	61.4	66.7	61.2	48.2	62.1
NO	57	43	31	41	105	34	33	38	62	61	35	37	42	59
	52.8	31.6	34.1	37.3	36.1	47.2	37.1	38.0	44.9	36.7	31.5	37.8	49.4	36.6
DON'T KNOW	0	1	1	1	2	0	1	0	1	2	0	0	1	2
		.7	1.1	.9	.7		1.1		.7	1.2			1.2	1.2
NOT STATED	0	1	1	2	4	0	0	2	1	1	2	1	1	0
		.7	1.1	1.8	1.4			2.0	.7	.6	1.8	1.0	1.2	
SIGMA	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 19-1
Q5 RESTAURANT ACCEPT DINNER RESERVATIONS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	50	100	70	105	209	56	62	64	99	123	84	79	57	110
	46.3	73.5	76.9	95.5	71.8	77.8	69.7	64.0	71.7	74.1	75.7	80.6	67.1	68.3
NO	57	36	20	5	78	16	27	33	39	42	26	19	27	49
	52.8	26.5	22.0	4.5	26.8	22.2	30.3	33.0	28.3	25.3	23.4	19.4	31.8	30.4
NOT STATED	1	0	1	0	4	0	0	3	0	1	1	0	1	2
	.9		1.1		1.4			3.0		.6	.9		1.2	1.2
SIGMA	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 20-1
Q6 HOW FAR IN ADV ARE LUNCH RESERVATIONS ACCEPTED?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	51 100.0	91 100.0	58 100.0	66 100.0	180 100.0	38 100.0	55 100.0	60 100.0	74 100.0	102 100.0	74 100.0	60 100.0	41 100.0	100 100.0
SAME DAY	22 43.1	30 33.0	14 24.1	18 27.3	65 36.1	8 21.1	14 25.5	24 40.0	20 27.0	31 30.4	21 28.4	25 41.7	10 24.4	32 32.0
NEXT DAY	2 3.9	5 5.5	1 1.7	4 6.1	5 2.8	4 10.5	3 5.5	3 5.0	3 4.1	5 4.9	2 2.7	3 5.0	2 4.9	5 5.0
UP TO ONE WEEK	7 13.7	5 5.5	5 8.6	5 7.6	16 8.9	2 5.3	4 7.3	8 13.3	8 10.8	5 4.9	7 9.5	2 3.3	5 12.2	8 8.0
UP TO TWO WEEKS	5 9.8	8 8.8	4 6.9	7 10.6	17 9.4	1 2.6	5 9.1	3 5.0	5 6.8	10 9.8	7 9.5	7 11.7	5 12.2	5 5.0
UP TO ONE MONTH	2 3.9	3 3.3	2 3.4	9 13.6	9 5.0	3 7.9	5 9.1	3 5.0	5 6.8	9 8.8	8 10.8	4 6.7	1 2.4	4 4.0
LONGER THAN ONE MONTH	1 2.0	19 20.9	12 20.7	9 13.6	26 14.4	6 15.8	11 20.0	6 10.0	12 16.2	15 14.7	13 17.6	7 11.7	7 17.1	16 16.0
OTHER	2 3.9	3 3.3	5 8.6	2 3.0	8 4.4	2 5.3	2 3.6	0	3 4.1	8 7.8	4 5.4	1 1.7	2 4.9	5 5.0
NO RESTRICTION	10 19.6	18 19.8	14 24.1	11 16.7	32 17.8	11 28.9	10 18.2	11 18.3	18 24.3	17 16.7	11 14.9	11 18.3	9 22.0	22 22.0
CLOSED	0	0	0	1 1.5	1 .6	0	0	0	0	1 1.0	1 1.4	0	0	0
NOT STATED	0	0	1 1.7	0	1 .6	1 2.6	1 1.8	2 3.3	0	1 1.0	0	0	0	3 3.0
SIGMA	51 100.0	91 100.0	58 100.0	66 100.0	180 100.0	38 100.0	55 100.0	60 100.0	74 100.0	102 100.0	74 100.0	60 100.0	41 100.0	100 100.0

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NATIONAL RESTAURANT ASSOCIATION STUDY
Table 21-1
Q6 HOW FAR IN ADV ARE DINNER RESERVATIONS ACCEPTED?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	50 100.0	100 100.0	70 100.0	105 100.0	209 100.0	56 100.0	62 100.0	64 100.0	99 100.0	123 100.0	84 100.0	79 100.0	57 100.0	110 100.0
SAME DAY	20 40.0	32 32.0	15 21.4	17 16.2	64 30.6	9 16.1	12 19.4	24 37.5	25 25.3	26 21.1	20 23.8	25 31.6	12 21.1	29 26.4
NEXT DAY	1 2.0	6 6.0	5 7.1	2 1.9	9 4.3	3 5.4	2 3.2	3 4.7	4 4.0	4 3.3	4 4.8	3 3.8	3 5.3	4 3.6
UP TO ONE WEEK	6 12.0	2 2.0	3 4.3	7 6.7	11 5.3	5 8.9	2 3.2	5 7.8	6 6.1	7 5.7	3 3.6	4 5.1	4 7.0	7 6.4
UP TO TWO WEEKS	3 6.0	7 7.0	5 7.1	7 6.7	15 7.2	1 1.8	5 8.1	2 3.1	5 5.1	9 7.3	7 8.3	5 6.3	5 8.8	5 4.5
UP TO ONE MONTH	2 4.0	5 5.0	1 1.4	18 17.1	13 6.2	6 10.7	7 11.3	4 6.3	6 6.1	15 12.2	8 9.5	8 10.1	3 5.3	7 6.4
LONGER THAN ONE MONTH	5 10.0	22 22.0	14 20.0	23 21.9	39 18.7	10 17.9	17 27.4	6 9.4	22 22.2	27 22.0	22 26.2	13 16.5	9 15.8	22 20.0
OTHER	2 4.0	6 6.0	7 10.0	7 6.7	13 6.2	5 8.9	4 6.5	2 3.1	8 8.1	9 7.3	5 6.0	5 6.3	7 12.3	5 4.5
NO RESTRICTION	11 22.0	20 20.0	17 24.3	18 17.1	42 20.1	13 23.2	11 17.7	15 23.4	20 20.2	22 17.9	14 16.7	14 17.7	12 21.1	26 23.6
CLOSED	0	0	2 2.9	3 2.9	3 1.4	2 3.6	0	2 3.1	1 1.0	2 1.6	1 1.2	1 1.3	1 1.8	2 1.8
NOT STATED	0	0	1 1.4	3 2.9	0	2 3.6	2 3.2	1 1.6	2 2.0	2 1.6	0	1 1.3	1 1.8	3 2.7
SIGMA	50 100.0	100 100.0	70 100.0	105 100.0	209 100.0	56 100.0	62 100.0	64 100.0	99 100.0	123 100.0	84 100.0	79 100.0	57 100.0	110 100.0

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NATIONAL RESTAURANT ASSOCIATION STUDY
Table 22-1
Q7 FREQ OF "NO SHOW" RESERVATIONS IN 1987.

		CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
		<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL		53 100.0	101 100.0	71 100.0	106 100.0	214 100.0	56 100.0	67 100.0	69 100.0	102 100.0	125 100.0	85 100.0	80 100.0	58 100.0	117 100.0
INFREQUENT	1	47 88.7	75 74.3	45 63.4	48 45.3	144 67.3	39 69.6	38 56.7	56 81.2	68 66.7	73 58.4	58 68.2	47 58.8	38 65.5	79 67.5
	2	5 9.4	21 20.8	16 22.5	29 27.4	47 22.0	11 19.6	11 16.4	10 14.5	21 20.6	30 24.0	16 18.8	16 20.0	15 25.9	24 20.5
	3	0	3 3.0	4 5.6	16 15.1	10 4.7	3 5.4	10 14.9	1 1.4	6 5.9	11 8.8	6 7.1	9 11.3	3 5.2	5 4.3
	4	0	0	1 1.4	2 1.9	1 .5	1 1.8	1 1.5	0	1 1.0	2 1.6	1 1.2	1 1.3	0	1 .9
FREQUENT	5	0	0	0	5 4.7	4 1.9	1 1.8	1 1.5	0	1 1.0	4 3.2	2 2.4	3 3.8	0	1 .9
DON'T KNOW	9	0	1 1.0	4 5.6	4 3.8	4 1.9	1 1.8	5 7.5	1 1.4	5 4.9	3 2.4	1 1.2	3 3.8	1 1.7	5 4.3
NOT STATED		1 1.9	1 1.0	1 1.4	2 1.9	4 1.9	0	1 1.5	1 1.4	0	2 1.6	1 1.2	1 1.3	1 1.7	2 1.7
MEAN		1	1	1	2	1	1	2	1	1	2	1	2	1	1
SIGMA		53 100.0	101 100.0	71 100.0	106 100.0	214 100.0	56 100.0	67 100.0	69 100.0	102 100.0	125 100.0	85 100.0	80 100.0	58 100.0	117 100.0

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NATIONAL RESTAURANT ASSOCIATION STUDY
Table 23-1
Q7 FREQ OF "NO SHOW" RESERVATIONS IN 1988.

		CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
		<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL		53 100.0	101 100.0	71 100.0	106 100.0	214 100.0	56 100.0	67 100.0	69 100.0	102 100.0	125 100.0	85 100.0	80 100.0	58 100.0	117 100.0
INFREQUENT	1	47 88.7	75 74.3	47 66.2	49 46.2	145 67.8	40 71.4	38 56.7	56 81.2	67 65.7	75 60.0	58 68.2	47 58.8	39 67.2	81 69.2
	2	5 9.4	21 20.8	17 23.9	32 30.2	47 22.0	12 21.4	16 23.9	12 17.4	22 21.6	31 24.8	18 21.2	18 22.5	16 27.6	24 20.5
	3	0	4 4.0	2 2.8	12 11.3	8 3.7	2 3.6	8 11.9	0	5 4.9	10 8.0	3 3.5	7 8.8	2 3.4	6 5.1
	4	0	0	2 2.8	5 4.7	3 1.4	1 1.8	3 4.5	0	3 2.9	3 2.4	2 2.4	3 3.8	0	2 1.7
FREQUENT	5	0	0	0	4 3.8	4 1.9	1 1.8	0	0	1 1.0	3 2.4	2 2.4	2 2.5	0	1 .9
DON'T KNOW	9	0	1 1.0	2 2.8	3 2.8	4 1.9	0	2 3.0	0	4 3.9	2 1.6	1 1.2	2 2.5	1 1.7	2 1.7
NOT STATED		1 1.9	0	1 1.4	1 .9	3 1.4	0	0	1 1.4	0	1 .8	1 1.2	1 1.3	0	1 .9
MEAN		1	1	1	2	1	1	2	1	1	2	1	2	1	1
SIGMA		53 100.0	101 100.0	71 100.0	106 100.0	214 100.0	56 100.0	67 100.0	69 100.0	102 100.0	125 100.0	85 100.0	80 100.0	58 100.0	117 100.0

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NATIONAL RESTAURANT ASSOCIATION STUDY
Table 24-1
Q8.1 RESTAURANT POLICY TO TAKE CUSTOMER PHONE NUMBER?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	53 100.0	101 100.0	71 100.0	106 100.0	214 100.0	56 100.0	67 100.0	69 100.0	102 100.0	125 100.0	85 100.0	80 100.0	58 100.0	117 100.0
YES	35 66.0	63 62.4	50 70.4	91 85.8	148 69.2	40 71.4	52 77.6	39 56.5	76 74.5	95 76.0	61 71.8	59 73.8	41 70.7	82 70.1
NO	18 34.0	38 37.6	21 29.6	15 14.2	66 30.8	16 28.6	15 22.4	30 43.5	26 25.5	30 24.0	24 28.2	21 26.3	17 29.3	35 29.9
SIGMA	53 100.0	101 100.0	71 100.0	106 100.0	214 100.0	56 100.0	67 100.0	69 100.0	102 100.0	125 100.0	85 100.0	80 100.0	58 100.0	117 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 25-1
Q8.2 RESTAURANT POLICY TO TAKE CUSTOMER CREDIT CARD NUMBER?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	53 100.0	101 100.0	71 100.0	106 100.0	214 100.0	56 100.0	67 100.0	69 100.0	102 100.0	125 100.0	85 100.0	80 100.0	58 100.0	117 100.0
YES	1 1.9	0	9 12.7	11 10.4	13 6.1	4 7.1	3 4.5	4 5.8	4 3.9	10 8.0	3 3.5	8 10.0	6 10.3	4 3.4
NO	52 98.1	101 100.0	62 87.3	94 88.7	201 93.9	52 92.9	63 94.0	65 94.2	98 96.1	114 91.2	81 95.3	72 90.0	52 89.7	113 96.6
NOT STATED	0	0	0	1 .9	0	0	1 1.5	0	0	1 .8	1 1.2	0	0	0
SIGMA	53 100.0	101 100.0	71 100.0	106 100.0	214 100.0	56 100.0	67 100.0	69 100.0	102 100.0	125 100.0	85 100.0	80 100.0	58 100.0	117 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 26-1
Q8.3 RESTAURANT POLICY TO CALL PATRON TO CONFIRM RESERVATION?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	53 100.0	101 100.0	71 100.0	106 100.0	214 100.0	56 100.0	67 100.0	69 100.0	102 100.0	125 100.0	85 100.0	80 100.0	58 100.0	117 100.0
YES	15 28.3	41 40.6	36 50.7	77 72.6	98 45.8	27 48.2	43 64.2	21 30.4	52 51.0	78 62.4	49 57.6	42 52.5	31 53.4	49 41.9
NO	38 71.7	59 58.4	35 49.3	29 27.4	116 54.2	28 50.0	24 35.8	48 69.6	50 49.0	47 37.6	36 42.4	38 47.5	26 44.8	68 58.1
DON'T KNOW	0	1 1.0	0	0	0	1 1.8	0	0	0	0	0	0	1 1.7	0
SIGMA	53 100.0	101 100.0	71 100.0	106 100.0	214 100.0	56 100.0	67 100.0	69 100.0	102 100.0	125 100.0	85 100.0	80 100.0	58 100.0	117 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 27-1
Q8.4 RESTAURANT POLICY TO TAKE RESERVE FOR MEMBER OF DINING PARTY?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	53 100.0	101 100.0	71 100.0	106 100.0	214 100.0	56 100.0	67 100.0	69 100.0	102 100.0	125 100.0	85 100.0	80 100.0	58 100.0	117 100.0
YES	41 77.4	64 63.4	45 63.4	71 67.0	149 69.6	36 64.3	40 59.7	50 72.5	67 65.7	83 66.4	57 67.1	51 63.7	39 67.2	79 67.5
NO	12 22.6	35 34.7	26 36.6	34 32.1	64 29.9	18 32.1	27 40.3	19 27.5	33 32.4	42 33.6	28 32.9	28 35.0	17 29.3	38 32.5
DON'T KNOW	0	2 2.0	0	1 .9	1 .5	2 3.6	0	0	2 2.0	0	0	1 1.3	2 3.4	0
SIGMA	53 100.0	101 100.0	71 100.0	106 100.0	214 100.0	56 100.0	67 100.0	69 100.0	102 100.0	125 100.0	85 100.0	80 100.0	58 100.0	117 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 28-1
RESTAURANT POLICY TO ASK CUSTOMER TO CALL TO CONFIRM?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	53 100.0	101 100.0	71 100.0	106 100.0	214 100.0	56 100.0	67 100.0	69 100.0	102 100.0	125 100.0	85 100.0	80 100.0	58 100.0	117 100.0
YES	18 34.0	34 33.7	17 23.9	47 44.3	81 37.9	20 35.7	16 23.9	23 33.3	38 37.3	41 32.8	27 31.8	37 46.3	23 39.7	31 26.5
NO	35 66.0	67 66.3	52 73.2	59 55.7	132 61.7	36 64.3	50 74.6	45 65.2	63 61.8	84 67.2	58 68.2	42 52.5	35 60.3	85 72.6
DON'T KNOW	0	0	1 1.4	0	1 .5	0	0	1 1.4	0	0	0	1 1.3	0	0
NOT STATED	0	0	1 1.4	0	0	0	1 1.5	0	1 1.0	0	0	0	0	1 .9
SIGMA	53 100.0	101 100.0	71 100.0	106 100.0	214 100.0	56 100.0	67 100.0	69 100.0	102 100.0	125 100.0	85 100.0	80 100.0	58 100.0	117 100.0

(#941900) 10/20/88

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 29-1
Q9 HOW DOES RESTAURANT DEAL WITH PROB OF "NO SHOWS"?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	53 100.0	101 100.0	71 100.0	106 100.0	214 100.0	56 100.0	67 100.0	69 100.0	102 100.0	125 100.0	85 100.0	80 100.0	58 100.0	117 100.0
CONFIRM RESERVATIONS	1 1.9	9 8.9	2 2.8	24 22.6	21 9.8	7 12.5	7 10.4	1 1.4	11 10.8	20 16.0	13 15.3	12 15.0	3 5.2	9 7.7
CHARGE A FEE	1 1.9	4 4.0	2 2.8	6 5.7	8 3.7	3 5.4	2 3.0	2 2.9	1 1.0	6 4.8	4 4.7	1 1.3	3 5.2	5 4.3
CONTROL NUMBER OF RESERVATIONS	1 1.9	0	0	9 8.5	4 1.9	1 1.8	6 9.0	0	2 2.0	4 3.2	4 4.7	3 3.8	1 1.7	3 2.6
KEEP LIST OF REPEATED NO SHOWS	0	3 3.0	2 2.8	6 5.7	5 2.3	2 3.6	5 7.5	5 7.2	5 4.9	2 1.6	3 3.5	3 3.8	1 1.7	5 4.3
HOLD FOR SPECIFIED TIME THEN RELEASE RESERVATION	12 22.6	28 27.7	16 22.5	28 26.4	56 26.2	14 25.0	15 22.4	11 15.9	23 22.5	39 31.2	22 25.9	21 26.3	16 27.6	28 23.9
NO POLICY	37 69.8	65 64.4	54 76.1	51 48.1	134 62.6	36 64.3	39 58.2	51 73.9	67 65.7	71 56.8	50 58.8	49 61.3	36 62.1	76 65.0
OTHER	2 3.8	1 1.0	0	1 .9	3 1.4	0	1 1.5	3 4.3	0	1 .8	1 1.2	0	0	3 2.6
NOT STATED	0	0	2 2.8	5 4.7	3 1.4	2 3.6	2 3.0	0	2 2.0	4 3.2	2 2.4	2 2.5	2 3.4	1 .9
SIGMA	54 101.9	110 108.9	78 109.9	130 122.6	234 109.3	65 116.1	77 114.9	73 105.8	111 108.8	147 117.6	99 116.5	91 113.7	62 106.9	130 111.1

(#941900) 10/20/88

Service Charges

While use of a fixed service charge by restaurants for all customer transactions is uncommon, most tableservice restaurants have some familiarity with the service charge system because they use it for banquet functions or large parties. Nevertheless restaurants with check averages under $8.00 per person at dinner are substantially less likely than establishments with higher check averages to apply a service charge to any transactions.

More than half of the surveyed restaurants with dinner checks averaging $8.00 or more use the fixed service charge for banquets or catered functions compared to 35 percent with check averages under $8.00. Furthermore a significantly higher proportion of establishments with checks averaging $8.00 to $24.99 apply a fixed service charge to large groups in their dining rooms than is the case for restaurants with average checks below $8.00 or above $25.00.

Applying a fixed service charge to all customer transactions is significantly more common at establishments with check averages of $25.00+ than it is at restaurants with lower check averages. Survey results indicate that 11 percent of restaurants with per person dinner checks averaging $25.00+ add a service charge to all transactions compared to 5 percent or less for establishments with lower check averages.

The survey indicates that restaurants around the country are becoming increasingly interested in service charges. But it does not suggest that a dramatic shift is likely this year or next. Instead it points towards a gradual change with more restaurateurs reporting they are likely to use the service charge system in the future compared to those who use it now. Furthermore survey results suggest that the increased interest in service charges is also prevalent in the $8.00 - $25.00 check category in contrast to the current situation where use of the service charge for all transactions is more prevalent among establishments with $25.00+ check averages.

The gradual approach is no doubt best regarding the service charge situation when consumer opinion is taken into consideration. Although individual situations have proven that consumers will react positively to service charges, our Gallup survey shows that their reaction is generally negative.

When asked if their opinion is positive, negative or neutral to a service charge added to the bill at a tableservice restaurant rather than having a tip, 63 percent of consumers reported their opinion is negative. This negative opinion far outweighed either positive (22%) or neutral (14%) attitudes held by respondents.

Tableservice Restaurant Use of Fixed Service Charge

by dinner check size per person

	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+
All customer transactions	4%	5%	3%	11%
Banquets/catered functions	35	62	65	58
Large groups in dining room	25	47	50	36
No service charges	55	32	25	36

Source: National Restaurant Association Tableservice Operator Survey

Likelihood of Using Service Charge All Transactions*,

1988 or 1989

by dinner check size per person

		<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00
1	very likely	4%	3%	3%	4%
2		1	6	4	3
3		6	5	4	7
4		4	5	6	5
5	very unlikely	79	74	78	74

* among those not using for all transactions now

Source: National Restaurant Association Tableservice Operator Survey

Consumer Opinion Regarding Service Charge

A service charge added to the bill rather than leaving a tip

	% of Respondents
Positive	22%
Negative	63
Neutral	14
Don't Know	1

Source: National Restaurant Association Gallup Survey

Detailed Tables

THE GALLUP ORGANIZATION,INC.
GO88304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.1 IS YOUR OPINION OF THE FOLLOWING PRACTICES (IS), ADOPTED BY CERTAIN TABLE-SERVICE RESTAURANTS, POSITIVE, NEGATIVE, OR NEUTRAL ?

(IS) A SERVICE CHARGE ADDED TO THE BILL RATHER THAN LEAVING A TIP

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1633	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OPINION																
POSITIVE	362	179	182	298	64	46	56	85	78	93	218	144	72	120	123	46
	21.6	22.7	20.6	20.6	28.6	20.8	14.1	19.5	21.1	39.9	19.4	26.4	32.6	19.5	20.4	20.1
NEGATIVE	1063	506	557	935	128	143	291	276	236	106	746	314	103	410	397	147
	63.5	64.1	63.0	64.7	57.2	65.4	73.0	63.0	64.0	45.3	66.3	57.5	47.1	66.7	65.7	64.3
NEUTRAL	234	103	131	202	30	30	46	73	53	30	151	83	38	84	76	36
	14.0	13.0	14.8	14.0	13.6	13.8	11.6	16.7	14.4	12.8	13.4	15.2	17.3	13.7	12.5	15.6
DON'T KNOW	15	1	14	11	1	-	5	4	2	5	11	5	7	-	9	-
	0.9	0.2	1.6	0.8	0.6	-	1.2	0.8	0.5	2.0	0.9	0.9	3.1	-	1.4	-

THE GALLUP ORGANIZATION,INC.
G088304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.3 IS YOUR OPINION OF THE FOLLOWING PRACTICES (*), ADOPTED BY CERTAIN TABLE-SERVICE RESTAURANTS, POSITIVE, NEGATIVE, OR NEUTRAL ?

(*) A SERVICE CHARGE ADDED TO THE BILL RATHER THAN LEAVING A TIP

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OPINION																		
POSITIVE	362	145	117	100	98	84	46	80	62	23	97	69	47	45	48	42	28	83
	21.6	21.0	17.8	30.7	15.8	24.0	28.8	28.5	16.5	17.5	25.6	22.9	20.5	19.1	23.1	19.8	18.5	24.5
NEGATIVE	1063	443	437	182	423	207	95	171	243	92	220	183	147	157	141	137	95	203
	63.5	64.3	66.3	56.1	68.1	58.9	59.4	60.8	65.3	70.9	58.1	61.1	63.6	66.6	68.1	65.3	62.8	59.9
NEUTRAL	234	99	97	38	98	60	18	30	64	12	55	45	36	32	14	31	22	53
	14.0	14.3	14.7	11.7	15.9	17.2	11.1	10.7	17.2	9.0	14.5	15.2	15.4	13.5	6.9	14.9	14.8	15.6
DON'T KNOW	15	2	8	5	1	-	1	-	4	3	7	2	1	2	4	-	6	-
	0.9	0.4	1.2	1.5	0.2	-	0.8	-	1.0	2.7	1.8	0.8	0.5	0.8	1.9	-	3.9	-

THE GALLUP ORGANIZATION,INC.
GO88304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.3 IS YOUR OPINION OF THE FOLLOWING PRACTICES (#), ADOPTED BY CERTAIN TABLE-SERVICE RESTAURANTS, POSITIVE, NEGATIVE, OR NEUTRAL ?

(#) A SERVICE CHARGE ADDED TO THE BILL RATHER THAN LEAVING A TIP

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	254	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OPINION																
POSITIVE	362	114	17	97	64	43	20	121	82	39	62	3	59	120	114	128
	21.6	27.1	17.9	29.8	15.7	17.1	13.3	23.9	25.1	21.6	18.5	3.1	24.7	25.3	21.1	19.4
NEGATIVE	1063	229	65	163	281	166	115	306	207	99	247	77	170	277	349	436
	63.5	54.4	69.0	50.1	69.1	65.5	75.2	60.1	63.3	54.4	73.3	79.8	70.7	58.4	64.7	66.2
NEUTRAL	234	78	12	65	60	42	18	68	34	34	28	17	11	68	74	92
	14.0	18.5	13.1	20.1	14.7	16.7	11.5	13.4	10.5	18.6	8.2	17.1	4.7	14.3	13.8	13.9
DON'T KNOW	15	-	-	-	2	2	-	13	4	10	-	-	-	10	2	3
	0.9	-	-	-	0.5	0.8	-	2.6	1.1	5.4	-	-	-	2.0	0.5	0.5

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 30-1
Q10.1 SERVICE CHARGE APPLIED TO BANQUETS/CATERED EVENTS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	38 35.2	85 62.5	59 64.8	64 58.2	152 52.2	43 59.7	53 59.6	45 45.0	74 53.6	105 63.3	61 55.0	50 51.0	50 58.8	90 55.9
NO	68 63.0	50 36.8	31 34.1	45 40.9	135 46.4	29 40.3	35 39.3	52 52.0	64 46.4	59 35.5	48 43.2	48 49.0	34 40.0	69 42.9
DON'T KNOW	0	0	1 1.1	0	0	0	1 1.1	0	0	1 .6	1 .9	0	0	0
NOT STATED	2 1.9	1 .7	0	1 .9	4 1.4	0	0	3 3.0	0	1 .6	1 .9	0	1 1.2	2 1.2
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 31-1
Q10.2 SERVICE CHARGE APPLIED TO BIG GROUPS IN DINING ROOM?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	27 25.0	64 47.1	46 50.5	40 36.4	117 40.2	29 40.3	34 38.2	30 30.0	60 43.5	75 45.2	46 41.4	41 41.8	43 50.6	52 32.3
NO	79 73.1	72 52.9	45 49.5	70 63.6	172 59.1	43 59.7	55 61.8	68 68.0	78 56.5	91 54.8	65 58.6	57 58.2	42 49.4	107 66.5
DON'T KNOW	1 .9	0	0	0	1 .3	0	0	1 1.0	0	0	0	0	0	1 .6
NOT STATED	1 .9	0	0	0	1 .3	0	0	1 1.0	0	0	0	0	0	1 .6
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

Table 32-1
Q10.3 SERVICE CHARGE APPLIED TO ALL CUSTOMER TRANSACTIONS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	4	7	3	12	17	7	1	5	9	9	8	5	6	7
	3.7	5.1	3.3	10.9	5.8	9.7	1.1	5.0	6.5	5.4	7.2	5.1	7.1	4.3
NO	103	129	88	98	273	65	88	95	129	156	102	93	79	154
	95.4	94.9	96.7	89.1	93.8	90.3	98.9	95.0	93.5	94.0	91.9	94.9	92.9	95.7
DON'T KNOW	1	0	0	0	1	0	0	0	0	1	1	0	0	0
	.9				.3					.6	.9			
SIGMA	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 33-1
Q11 LIKELIHOOD OF USING SERVICE CHARGE FOR ALL CUSTOMER TRANS IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	104	129	88	98	274	65	88	95	129	157	103	93	79	154
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY LIKELY 1	4	4	3	4	13	2	1	1	8	6	3	3	4	6
	3.8	3.1	3.4	4.1	4.7	3.1	1.1	1.1	6.2	3.8	2.9	3.2	5.1	3.9
SOMEWHAT LIKELY 2	1	8	4	3	10	1	5	4	6	4	2	5	3	6
	1.0	6.2	4.5	3.1	3.6	1.5	5.7	4.2	4.7	2.5	1.9	5.4	3.8	3.9
LIKELY 3	6	7	4	7	15	5	4	4	7	10	8	3	2	11
	5.8	5.4	4.5	7.1	5.5	7.7	4.5	4.2	5.4	6.4	7.8	3.2	2.5	7.1
SOMEWHAT UNLIKELY 4	4	6	5	5	11	7	2	7	3	9	5	3	5	7
	3.8	4.7	5.7	5.1	4.0	10.8	2.3	7.4	2.3	5.7	4.9	3.2	6.3	4.5
VERY UNLIKELY 5	82	96	69	72	210	48	68	73	98	120	79	70	63	116
	78.8	74.4	78.4	73.5	76.6	73.8	77.3	76.8	76.0	76.4	76.7	75.3	79.7	75.3
DON'T KNOW 9	7	8	3	7	15	2	8	6	7	8	6	9	2	8
	6.7	6.2	3.4	7.1	5.5	3.1	9.1	6.3	5.4	5.1	5.8	9.7	2.5	5.2
SIGMA	104	129	88	98	274	65	88	95	129	157	103	93	79	154
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Tableservice Restaurant Practices

While consumers cling to some tableservice restaurant practices such as tipping rather than a service charge, they are openminded when it comes to who serves them at fancy restaurants. Historically fancy restaurants were staffed by tuxedoed waiters but consumers have little interest in seeing this mainly male tradition maintained.

With respect to being served by a waitress rather than a waiter at a fancy restaurant, the largest share (63%) of consumers were neutral. Furthermore the proportion who reacted positively to waitress service (22%) was nearly twice that who opposed it (12%).

Another tableservice restaurant practice which met with a surprisingly strong endorsement among consumers is a dress code for patrons. Forty-one percent of consumers endorsed the dress code concept and 36 percent were neutral. On the other hand 21 percent reacted negatively to a dress code for patrons. It should be noted, however, that men are significantly more likely to react negatively to a dress code than are women (25% versus 18%)

Other practices regarding no show fees and service charges versus tips are reported elsewhere.

Consumer Opinion

	Percent			
	Positive	Negative	Neutral	Don't Know
Dress code for patrons	41	21	36	2
Being served by a waitress rather than a waiter at a fancy restaurant	22	12	64	2

Source: National Restaurant Association Gallup Survey

Tableservice Restaurants with Dress Codes for Patrons

by dinner check size per person

> $8.00	19%
$8.00 - $14.99	24
$15.00 - $24.99	34
$25.00+	74

Source: National Restaurant Association Tableservice Operator Survey

Detailed Tables

THE GALLUP ORGANIZATION,INC.
G888304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.3 IS YOUR OPINION OF THE FOLLOWING PRACTICES (#1, ADOPTED BY CERTAIN TABLE-SERVICE RESTAURANTS, POSITIVE, NEGATIVE, OR NEUTRAL ?

#1 DRESS CODE FOR PATRONS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OPINION																
POSITIVE	682	328	354	566	117	75	152	179	176	91	459	222	94	264	231	89
	40.8	41.5	40.1	39.1	52.1	34.3	38.1	41.0	47.8	39.0	40.8	40.8	42.9	43.0	38.1	39.1
NEGATIVE	360	199	161	314	46	49	98	111	48	52	239	118	41	117	140	59
	21.5	25.2	18.2	21.7	20.5	22.3	24.5	25.4	12.9	22.3	21.3	21.7	18.6	19.1	23.2	26.1
NEUTRAL	601	256	345	546	54	93	141	142	143	78	413	188	72	229	223	77
	35.9	32.5	39.0	37.7	24.0	42.5	35.3	32.4	38.9	33.1	36.7	34.4	32.7	37.3	36.8	33.8
DON'T KNOW	30	6	24	20	7	2	8	6	1	13	13	17	13	3	12	2
	1.8	0.8	2.7	1.4	3.3	0.9	2.1	1.3	0.3	5.5	1.2	3.1	5.9	0.5	1.9	1.1

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SEPTEMBER, 1988

Q.3 IS YOUR OPINION OF THE FOLLOWING PRACTICES (#1, ADOPTED BY CERTAIN TABLE-SERVICE RESTAURANTS, POSITIVE, NEGATIVE, OR NEUTRAL ?

(#1 DRESS CODE FOR PATRONS

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OPINION																		
POSITIVE	682	301	237	144	270	125	69	115	157	51	146	132	88	76	81	101	70	135
	40.8	43.7	35.9	44.4	43.6	35.4	43.3	40.8	42.1	39.5	38.6	44.1	38.2	32.1	39.0	48.1	46.0	39.7
NEGATIVE	360	138	149	73	125	81	35	66	69	29	62	67	52	57	40	36	41	67
	21.5	20.1	22.6	22.4	20.1	23.0	21.6	23.5	18.5	21.9	16.4	22.5	22.4	24.3	19.4	17.1	26.9	19.8
NEUTRAL	601	240	264	96	220	145	55	93	139	44	160	97	89	98	82	64	35	134
	35.9	34.8	40.1	29.7	35.4	41.2	34.4	32.8	37.4	33.7	42.3	32.6	38.4	41.8	39.7	30.6	23.1	39.6
DON'T KNOW	30	10	9	11	6	1	1	8	8	6	10	2	2	4	4	9	6	3
	1.8	1.4	1.4	3.5	0.9	0.4	0.8	2.8	2.1	4.9	2.7	0.8	1.0	1.7	1.9	4.2	3.9	0.9

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SEPTEMBER, 1988

Q.3 IS YOUR OPINION OF THE FOLLOWING PRACTICES (#), ADOPTED BY CERTAIN TABLE-SERVICE RESTAURANTS, POSITIVE, NEGATIVE, OR NEUTRAL ?

(#) DRESS CODE FOR PATRONS

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	254	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OPINION																
POSITIVE	682	192	49	142	148	102	46	220	133	87	122	30	93	204	226	251
	40.8	45.6	52.0	43.8	36.4	40.2	29.9	43.3	40.8	47.7	36.2	30.6	38.5	43.0	41.9	38.2
NEGATIVE	360	98	24	74	80	42	39	116	77	39	67	12	55	77	115	168
	21.5	23.2	25.2	22.7	19.7	16.4	25.2	22.8	23.6	21.3	19.8	12.0	22.9	16.3	21.3	25.5
NEUTRAL	601	130	21	109	165	98	68	161	113	48	145	53	92	179	187	235
	35.9	30.9	21.7	33.6	40.6	38.4	44.2	31.6	34.5	26.4	42.9	54.9	38.1	37.6	34.6	35.7
DON'T KNOW	30	1	1	-	14	13	1	12	4	8	4	2	1	14	12	4
	1.8	0.2	1.1	-	3.3	5.0	0.7	2.4	1.1	4.6	1.1	2.6	0.5	3.0	2.1	0.7

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SEPTEMBER, 1988

Q.3 IS YOUR OPINION OF THE FOLLOWING PRACTICES (*), ADOPTED BY CERTAIN TABLE-SERVICE RESTAURANTS, POSITIVE, NEGATIVE, OR NEUTRAL ?

(*) BEING SERVED BY A WAITRESS RATHER THAN A WAITER AT A FANCY RESTAURANT

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OPINION																
POSITIVE	377	239	138	297	80	41	83	81	96	74	250	127	61	143	129	44
	22.5	30.3	15.6	20.5	35.7	18.6	20.8	18.6	26.2	31.7	22.2	23.3	27.8	23.3	21.3	19.2
NEGATIVE	197	80	117	156	40	40	39	56	46	16	137	59	15	65	83	34
	11.7	10.1	13.2	10.8	18.0	18.3	9.7	12.8	12.6	6.6	12.2	10.9	7.0	10.5	13.6	14.9
NEUTRAL	1075	461	614	973	100	136	271	297	226	132	724	347	134	400	383	150
	64.2	58.5	69.4	67.3	44.8	61.8	68.0	67.7	61.3	56.5	64.4	63.6	61.2	65.2	63.3	65.9
DON'T KNOW	25	9	16	19	3	3	6	4	-	12	13	12	9	6	10	-
	1.5	1.2	1.8	1.3	1.4	1.3	1.5	1.0	-	5.1	1.2	2.2	4.0	1.0	1.7	-

THE GALLUP ORGANIZATION,INC.
G088304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.3 IS YOUR OPINION OF THE FOLLOWING PRACTICES (9), ADOPTED BY CERTAIN TABLE-SERVICE RESTAURANTS, POSITIVE, NEGATIVE, OR NEUTRAL ?

(9) BEING SERVED BY A WAITRESS RATHER THAN A WAITER AT A FANCY RESTAURANT

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OPINION																		
POSITIVE	377	117	147	112	116	82	33	84	57	16	66	65	51	63	47	38	26	86
	22.5	17.0	22.3	34.5	18.7	23.4	20.8	29.9	15.2	12.3	17.3	21.6	22.1	27.0	22.9	17.9	17.3	25.5
NEGATIVE	197	60	101	36	67	41	16	41	61	13	43	35	24	28	21	28	28	32
	11.7	8.7	15.3	11.0	10.7	11.8	9.9	14.6	16.3	10.1	11.3	11.7	10.6	11.9	10.1	13.1	18.7	9.6
NEUTRAL	1075	507	395	172	435	229	107	151	253	97	260	199	152	138	135	145	87	219
	64.2	73.6	60.0	53.0	70.1	64.9	66.8	53.5	67.8	74.9	68.8	66.7	65.6	58.5	65.1	69.0	57.3	64.6
DON'T KNOW	25	4	16	5	3	-	4	5	2	3	10	-	4	6	4	-	10	1
	1.5	0.6	2.5	1.4	0.5	-	2.6	1.9	0.7	2.7	2.6	-	1.7	2.6	1.9	-	6.7	0.3

THE GALLUP ORGANIZATION,INC.
G088104 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.3 IS YOUR OPINION OF THE FOLLOWING PRACTICES (#), ADOPTED BY CERTAIN TABLE-SERVICE RESTAURANTS, POSITIVE, NEGATIVE, OR NEUTRAL ?

(#) BEING SERVED BY A WAITRESS RATHER THAN A WAITER AT A FANCY RESTAURANT

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	254	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OPINION																
POSITIVE	377	90	14	76	74	43	30	139	92	47	74	23	51	96	115	166
	22.5	21.5	14.6	23.5	18.1	17.1	19.7	27.2	28.0	25.9	22.1	24.0	21.3	20.1	21.3	25.2
NEGATIVE	197	34	15	19	60	39	22	60	40	20	42	6	36	41	72	83
	11.7	8.1	15.6	5.9	14.8	15.2	14.1	11.8	12.3	10.8	12.6	6.7	14.9	8.7	13.4	12.6
NEUTRAL	1075	293	64	229	271	170	101	297	189	108	213	67	146	325	344	406
	64.2	69.8	67.9	70.3	66.6	66.8	66.2	58.4	58.0	59.3	63.2	69.3	60.8	68.3	63.9	61.6
DON'T KNOW	25	3	2	1	2	2	-	13	6	7	7	-	7	13	8	4
	1.5	0.7	1.8	0.3	0.6	0.9	-	2.6	1.7	4.1	2.1	-	2.9	2.8	1.4	0.6

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 48-1
Q12.15A HAVE DRESS CODE FOR PATRONS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	21	32	31	82	87	32	47	18	52	79	46	46	23	53
	19.4	23.5	34.1	74.5	29.9	44.4	52.8	18.0	37.7	47.6	41.4	46.9	27.1	32.9
NO	87	104	60	27	204	40	41	82	86	86	65	51	62	108
	80.6	76.5	65.9	24.5	70.1	55.6	46.1	82.0	62.3	51.8	58.6	52.0	72.9	67.1
NOT STATED	0	0	0	1	0	0	1	0	0	1	0	1	0	0
				.9			1.1			.6		1.0		
SIGMA	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 65-1
Q12.15B PLAN DRESS CODE FOR PATRONS IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	87	104	60	27	204	40	41	82	86	86	65	51	62	108
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3	1	4	1	6	0	3	3	4	1	3	2	1	3
	3.4	1.0	6.7	3.7	2.9		7.3	3.7	4.7	1.2	4.6	3.9	1.6	2.8
NO	83	100	55	26	195	39	37	79	81	82	60	49	59	104
	95.4	96.2	91.7	96.3	95.6	97.5	90.2	96.3	94.2	95.3	92.3	96.1	95.2	96.3
NOT STATED	1	3	1	0	3	1	1	0	1	3	2	0	2	1
	1.1	2.9	1.7		1.5	2.5	2.4		1.2	3.5	3.1		3.2	.9
SIGMA	87	104	60	27	204	40	41	82	86	86	65	51	62	108
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Tableservice Restaurant Features

Today customers have many restaurants to choose from that provide the basics in terms of quality food, satisfactory service, cleanliness and acceptable value for the price. To stand out establishments must not only be good operationally, they must also be top of mind. They must differentiate themselves from the others and appeal to the special needs of their customers.

Furthermore increased competition means that consumers can afford to be more demanding as they exercise their choice. They can demand additional features and choose the restaurants that provide them.

When consumers were asked about a series of 10 different features currently receiving attention in the industry from nonsmoking sections to salad bars and dessert displays, the majority expressed a broadbased interest in many of these features. But a few features stand out as particularly important.

Smoking and Nonsmoking Sections

Although previous research has shown that no smoking sections rank behind food and service in importance, separate sections in restaurants for smokers and nonsmokers ranked first among the 10 features about which consumers were asked in this survey. A total of 78 percent of adults expressed an interest in separate sections at tableservice restaurants with 74 percent saying they are very interested in this feature. It should be noted that this is of particular interest to consumers who are under 35, college educated and upper income consumers as well as those residing in the West.

Not surprisingly restaurateurs are responding to their customers' interest in separate sections with more than half saying they currently have such sections. Furthermore plans to create such sections in 1989 suggest that about two thirds of all tableservice establishments will have separate smoking and no smoking sections by the end of next year.

Nutritious Menu Items

The second ranking feature in terms of consumer interest is menu items for nutrition conscious customers. More than three-fourths of adults expressed an interest in this feature with an especially strong interest by women and 35 to 49 year olds. A separate section in this report is devoted to nutrition

Children's Menu Items

A surprisingly large 67 percent of adults expressed an interest in children's menu items with an even greater interest among women and 25 to 34 year olds who are the most likely users of such a feature.

Most tableservice restaurants, except those with checks of $25.00+ per person, offer children's items and, no doubt, welcome youthful customers. This suggests that busy baby boomers who want to take their children out to eat at a tableservice restaurant should have numerous attractive choices in the under $25.00 price range open to them.

Salad or Food Bars

Consumers again demonstrate their interest in salad or food bars with 71 percent expressing an interest in this feature and 53 percent saying they are very interested. In particular consumers under 35 years of age are attracted to food bars, perhaps because they can eat as much or as little of the offerings as they want. This affords consumers another opportunity to exercise control and make their own choices.

According to the operator survey about one quarter of those restaurants in the <$8.00 check category and 38 percent in the $8.00 -$14.99 range provide salad or food bars. Not surprisingly fewer than one-fifth of higher check establishments do so, however.

Although consumers undoubtedly have little difficulty finding a restaurant with a salad bar, their strong interest suggests others may want to explore this service. (See Aug. 1988 Restaurants USA for further salad bar research.)

Other Features

Six in ten or more consumers express an interest in

- on-premise baking
- daily menu changes
- seasonal menu features.

Approximately half of the respondents are interested in

- display cooking
- dessert display
- live entertainment/music.

The accompanying table shows many restaurants offer these features. In most cases the proportion varies by check size with higher check average establishments most likely to provide each of the items.

Ranking of Features Consumers are Interested in at Tableservice Restaurants

	Percent Responding				
	Very Interested				Not At All Interested
	5	4	3	2	1
Separate sections for smokers and nonsmokers	74	4	8	2	11
Menu items for nutrition conscious customers	59	17	13	3	7
Children's menu	59	8	11	4	16
Self-service salad or food bar	53	18	11	6	12
Baking done on premises	49	16	13	7	13
Daily menu changes	44	16	22	6	10
Seasonal menu features	43	19	20	6	10
Display cooking	40	13	18	11	16
Dessert display	34	18	18	11	18
Live entertainment/music	34	14	18	12	21

Source: National Restaurant Association Gallup Survey

Features Provided by Tableservice Restaurants

by dinner check size per person

	Percent Providing			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+
Seasonal menu features	64%	76%	80%	93%
On-premise baking	68	68	70	84
On-premise catering	40	66	68	66
Daily menu change	60	67	65	67
Children's menu items	70	79	60	31
Sections for smokers and nonsmokers	52	60	56	54
Dessert display	44	43	36	59
Menu items featured on nutrition benefit	44	46	33	49
Live entertainment/music	11	33	47	44
Display cooking in open kitchen or tableside	19	21	42	50
Salad/food bar	24	38	19	14
Amenities for singles dining alone	14	18	25	36

Source: National Restaurant Association Tableservice Operator Survey

Detailed Tables

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SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (9) ?

(9) BAKING DONE ON THE PREMISES

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	218	89	129	169	46	21	30	46	55	66	144	74	47	97	58	14
	13.0	11.3	14.5	11.7	20.6	9.6	7.6	10.5	14.9	28.1	12.8	13.5	21.6	15.7	9.6	6.2
2	122	72	50	102	20	22	24	33	31	12	87	35	11	35	48	29
	7.3	9.2	5.6	7.1	8.9	10.0	6.1	7.5	8.3	5.3	7.7	6.4	5.0	5.7	7.9	12.5
3	223	93	130	198	25	18	69	64	44	25	155	68	29	88	70	35
	13.3	11.8	14.7	13.7	11.1	8.1	17.4	14.7	11.9	10.9	13.8	12.4	13.3	14.4	11.6	15.2
4	258	160	99	235	23	40	64	70	62	22	175	83	29	99	87	44
	15.4	20.2	11.1	16.2	10.4	18.0	16.2	16.0	16.7	9.6	15.6	15.2	13.1	16.1	14.4	19.1
5 (VERY INTERESTED)	817	364	452	708	107	119	203	215	164	102	538	275	99	289	318	106
	48.8	46.2	51.2	49.0	48.0	54.3	50.9	49.2	44.7	43.4	47.8	50.5	45.1	47.0	52.5	46.3
DON'T KNOW	36	11	25	34	2	-	7	10	13	6	26	10	4	7	24	1
	2.2	1.4	2.9	2.3	1.1	-	1.9	2.2	3.5	2.8	2.3	1.9	1.9	1.1	3.9	0.6
MEAN	3.8	3.8	3.8	3.9	3.6	4.0	4.0	3.9	3.7	3.4	3.8	3.8	3.6	3.7	4.0	3.9

THE GALLUP ORGANIZATION,INC.
G088304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (*) ?

(*) BAKING DONE ON THE PREMISES

		EDUCATION			INCOME				WOMEN'S EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																		
1 (NOT AT ALL INTERESTED)	218	83	82	53	51	73	22	40	53	5	70	34	30	32	17	28	23	53
	13.0	12.0	12.5	16.2	8.2	20.8	13.9	14.1	14.1	3.8	18.4	11.5	13.1	13.8	8.1	13.3	15.2	15.6
2	122	25	78	20	40	28	6	28	21	5	24	25	14	19	27	6	14	17
	7.3	3.6	11.8	6.1	6.4	7.9	3.6	9.9	5.7	3.6	6.3	8.2	6.1	8.0	13.1	2.8	9.5	5.0
3	223	116	73	34	92	45	15	36	60	20	50	42	35	36	23	31	12	44
	13.3	16.8	11.1	10.5	14.8	12.7	9.3	12.6	16.2	15.2	13.2	13.9	15.2	15.2	11.1	14.8	8.0	12.9
4	258	135	79	43	116	55	28	28	37	17	44	65	38	35	17	36	19	49
	15.4	19.7	12.1	13.3	18.7	15.7	17.5	9.9	9.9	13.2	11.7	21.6	16.6	14.8	8.1	17.2	12.3	14.3
5 (VERY INTERESTED)	817	314	336	166	315	144	89	149	188	80	182	130	105	111	121	107	70	173
	48.8	45.6	51.0	51.2	50.8	40.8	55.8	52.7	50.5	61.6	48.1	43.5	45.5	47.1	58.3	51.1	45.9	51.0
DON'T KNOW	36	16	11	9	7	8	-	2	13	3	9	3	8	3	3	2	14	4
	2.2	2.4	1.6	2.8	1.1	2.1	-	0.8	3.5	2.7	2.3	1.2	3.5	1.2	1.3	0.7	9.0	1.2
MEAN	3.8	3.9	3.8	3.8	4.0	3.5	4.0	3.8	3.8	4.3	3.7	3.8	3.8	3.7	4.0	3.9	3.7	3.8

THE GALLUP ORGANIZATION,INC.
G088304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (#) ?

(#) BAKING DONE ON THE PREMISES

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	254	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	218	36	10	26	67	49	18	76	39	37	38	16	22	86	56	75
	13.0	8.6	11.0	7.9	16.5	19.2	11.9	14.9	12.1	20.1	11.4	16.8	9.2	18.1	10.4	11.4
2	122	25	3	22	30	7	22	40	25	14	28	9	18	22	41	59
	7.3	6.0	2.8	6.9	7.3	2.9	14.7	7.8	7.8	7.8	8.2	9.5	7.7	4.7	7.6	8.9
3	223	50	18	32	75	50	25	50	33	17	47	12	35	60	73	89
	13.3	11.9	19.3	9.7	18.5	19.5	16.7	9.9	10.2	9.4	14.0	12.3	14.7	12.6	13.6	13.6
4	258	68	20	48	50	30	20	80	56	24	60	13	47	80	82	96
	15.4	16.1	21.2	14.6	12.3	11.7	13.4	15.8	17.2	13.3	17.8	13.2	19.6	16.8	15.3	14.6
5 (VERY INTERESTED)	817	235	43	191	179	115	64	251	172	79	151	44	107	215	277	325
	48.8	55.9	45.9	58.8	44.1	45.3	42.1	49.3	52.5	43.7	44.8	45.3	44.6	45.2	51.3	49.3
DON'T KNOW	36	7	-	7	5	3	2	11	1	10	13	3	10	12	10	14
	2.2	1.6	-	2.1	1.3	1.3	1.3	2.2	0.3	5.7	3.8	2.8	4.2	2.5	1.8	2.2
MEAN	3.8	4.1	3.9	4.1	3.6	3.6	3.6	3.8	3.9	3.6	3.8	3.6	3.9	3.7	3.9	3.8

THE GALLUP ORGANIZATION,INC.
GUB8306 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (#) ?

(#) DISPLAY COOKING, WHERE YOU CAN SEE YOUR MEAL PREPARED

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	565	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	272	122	150	234	36	19	41	78	72	60	191	80	47	116	74	34
	16.3	15.5	17.0	16.2	16.2	8.7	10.2	17.8	19.5	25.7	17.0	14.7	21.3	18.9	12.2	15.1
2	177	90	87	166	11	25	42	46	34	30	124	52	25	62	56	34
	10.6	11.4	9.8	11.5	5.0	11.2	10.5	10.6	9.4	12.7	11.1	9.6	11.3	10.1	9.3	14.9
3	304	131	173	288	16	43	82	81	60	29	210	92	27	116	116	39
	18.2	16.6	19.5	19.9	7.0	19.6	20.6	18.6	16.4	12.5	18.7	16.8	12.3	18.9	19.2	17.2
4	224	124	100	213	10	28	67	65	46	18	169	56	21	85	83	35
	13.4	15.8	11.3	14.7	4.5	12.6	16.8	14.9	12.5	7.8	15.0	10.2	9.8	13.9	13.8	15.1
5 (VERY INTERESTED)	668	308	360	519	149	105	157	157	152	92	409	259	96	224	265	82
	39.9	39.0	40.7	35.9	66.6	47.8	39.4	35.9	41.3	39.4	36.4	47.6	43.9	36.5	43.8	36.1
DON'T KNOW	28	13	14	26	1	-	10	10	3	4	22	6	3	10	10	4
	1.6	1.7	1.6	1.8	0.6	-	2.5	2.3	0.9	1.9	1.9	1.0	1.5	1.7	1.7	1.6
MEAN	3.5	3.5	3.5	3.4	4.0	3.8	3.7	3.4	3.5	3.2	3.4	3.7	3.4	3.4	3.7	3.4

THE GALLUP ORGANIZATION,INC.
GUR8504 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (Q1 ?

(A) DISPLAY COOKING, WHERE YOU CAN SEE YOUR MEAL PREPARED

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																		
1 (NOT AT ALL INTERESTED)	272	110	114	48	85	56	32	44	59	14	76	44	40	30	23	37	34	64
	16.3	16.0	17.3	14.8	13.7	15.8	20.2	15.4	15.8	10.4	20.1	14.7	17.4	12.9	11.2	17.5	22.5	18.8
2	177	85	69	23	70	38	13	22	37	12	38	30	30	36	31	18	2	30
	10.6	12.3	10.4	7.2	11.3	10.7	8.2	7.7	9.8	9.6	10.1	10.2	13.0	15.2	14.8	8.6	1.3	8.8
3	304	154	124	26	146	71	18	37	72	39	63	68	40	44	33	29	26	63
	18.2	22.4	18.8	8.0	23.5	20.2	11.1	13.1	19.2	29.6	16.5	22.8	17.1	18.8	16.1	14.0	17.2	18.7
4	224	103	84	37	106	42	30	26	41	25	33	40	22	32	34	37	12	47
	13.4	15.0	12.8	11.2	17.2	12.0	18.8	9.2	11.1	19.2	8.8	13.3	9.7	13.8	16.4	17.8	7.6	13.8
5 (VERY INTERESTED)	668	226	256	189	202	142	67	152	156	37	165	114	97	91	79	86	70	133
	39.9	32.8	38.5	58.1	32.6	40.2	41.7	53.8	41.9	28.6	43.6	38.1	41.7	38.5	38.0	41.1	45.9	39.1
DON'T KNOW	28	11	15	2	10	4	-	2	8	3	3	2	2	2	7	2	8	3
	1.6	1.5	2.2	0.7	1.7	1.0	-	0.8	2.1	2.7	0.8	0.8	1.0	0.8	3.5	1.0	5.5	0.9
MEAN	3.5	3.4	3.5	3.9	3.4	3.5	3.5	3.8	3.5	3.5	3.5	3.5	3.5	3.5	3.6	3.6	3.6	3.5

THE GALLUP ORGANIZATION,INC.
G088304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (#1 ?

(#1 DISPLAY COOKING, WHERE YOU CAN SEE YOUR MEAL PREPARED

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	254	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	272	61	17	44	74	46	28	84	55	30	53	18	35	84	83	105
	16.3	14.6	17.6	13.7	18.2	18.1	18.2	16.6	16.7	16.3	15.7	18.4	14.6	17.7	15.5	15.9
2	177	41	7	34	56	20	36	45	25	20	35	7	28	40	64	73
	10.6	9.8	7.4	10.4	13.8	8.0	23.4	8.9	7.7	11.1	10.3	7.3	11.5	8.4	11.9	11.1
3	304	62	14	47	85	55	30	95	64	31	62	24	38	63	104	137
	18.2	14.7	15.2	14.5	20.9	21.5	19.9	18.7	19.7	17.0	18.4	25.3	15.7	13.3	19.3	20.8
4	224	68	25	43	44	29	15	61	43	18	52	17	35	66	78	80
	13.4	16.2	26.7	13.1	10.8	11.3	9.9	12.0	13.1	9.9	15.3	17.5	14.4	13.8	14.5	12.2
5 (VERY INTERESTED)	668	182	28	154	144	102	42	211	140	71	131	26	105	214	203	251
	39.9	43.3	29.9	47.2	35.4	40.2	27.3	41.5	42.8	39.3	38.8	26.5	43.8	45.0	37.7	38.1
DON'T KNOW	28	6	3	3	4	2	2	12	-	12	5	5	-	9	6	13
	1.6	1.5	3.3	1.0	1.0	0.9	1.3	2.4	-	6.6	1.4	5.1	-	1.8	1.1	2.0
MEAN	3.5	3.6	3.5	3.7	3.3	3.5	3.0	3.5	3.6	3.5	3.5	3.3	3.6	3.6	3.5	3.5

THE GALLUP ORGANIZATION, INC.
G088304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (9) ?

(9) LIVE ENTERTAINMENT OR MUSIC

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	353	165	188	297	53	28	45	96	90	95	253	100	58	133	119	42
	21.1	20.9	21.2	20.6	23.8	12.6	11.2	21.8	24.5	40.4	22.5	18.3	26.3	21.7	19.6	18.4
2	199	114	85	173	26	20	28	58	60	31	151	48	23	80	58	38
	11.9	14.5	9.6	12.0	11.5	9.0	7.0	13.3	16.4	13.4	13.4	8.7	10.5	13.1	9.5	16.6
3	301	129	172	283	18	29	71	94	73	33	219	81	37	134	97	33
	18.0	16.3	19.5	19.6	7.9	13.1	17.7	21.4	19.7	13.9	19.5	14.9	16.7	21.7	16.1	14.4
4	233	126	108	217	15	53	91	46	24	16	133	98	30	75	97	28
	13.9	16.0	12.2	15.0	6.8	24.2	22.8	10.5	6.6	6.9	11.8	18.0	13.7	12.3	16.0	12.5
5 (VERY INTERESTED)	570	249	321	459	111	90	159	140	116	56	352	217	70	184	226	87
	34.1	31.6	36.3	31.8	49.4	41.2	39.8	32.1	31.4	23.9	31.3	39.7	31.7	30.0	37.4	38.1
DON'T KNOW	18	7	11	16	1	-	6	4	5	3	15	2	2	8	8	-
	1.1	0.8	1.3	1.1	0.6	-	1.5	0.8	1.3	1.5	1.4	0.4	1.0	1.2	1.3	-
MEAN	3.3	3.2	3.3	3.3	3.5	3.7	3.7	3.2	3.0	2.6	3.2	3.5	3.1	3.2	3.4	3.4

THE GALLUP ORGANIZATION,INC.
G0B8304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1989

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (*) ?

(*) LIVE ENTERTAINMENT OR MUSIC

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																		
1 (NOT AT ALL INTERESTED)	353	127	164	62	121	78	38	65	65	22	98	49	43	47	42	78	22	72
	21.1	18.4	24.9	19.1	19.5	22.1	23.8	22.9	17.5	16.9	26.0	16.4	18.7	19.9	20.1	37.2	14.6	21.2
2	199	85	63	51	81	47	25	27	34	21	30	25	30	22	33	28	7	53
	11.9	12.3	9.6	15.5	13.0	13.2	15.9	9.5	9.1	16.2	7.8	8.5	12.8	9.4	16.0	13.5	4.9	15.5
3	301	145	126	30	122	69	25	34	67	35	70	67	28	51	33	30	30	62
	18.0	21.0	19.1	9.2	19.7	19.5	15.4	12.0	18.1	26.7	18.5	22.3	11.9	21.6	16.1	14.1	20.0	18.4
4	233	120	88	26	103	55	12	41	55	14	39	29	38	49	21	32	21	44
	13.9	17.4	13.4	7.8	16.6	15.6	7.7	14.5	14.7	10.5	10.3	9.8	16.3	20.7	10.2	15.0	13.8	13.0
5 (VERY INTERESTED)	570	207	212	151	189	104	60	110	149	35	135	127	91	67	75	39	65	106
	34.1	30.0	32.2	46.4	30.5	29.5	37.3	39.0	40.1	27.0	35.8	42.4	39.3	28.3	36.3	18.4	43.2	31.3
DON'T KNOW	18	6	6	6	4	-	-	6	2	3	6	2	2	-	3	4	5	2
	1.1	0.8	0.9	1.8	0.7	-	-	2.1	0.5	2.7	1.5	0.7	1.0	-	1.3	1.8	3.4	0.6
MEAN	3.3	3.3	3.2	3.5	3.3	3.2	3.2	3.4	3.5	3.1	3.2	3.5	3.5	3.3	3.3	2.6	3.7	3.2

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (READ)?

(F) LIVE ENTERTAINMENT OR MUSIC

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	254	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	353	69	17	52	92	59	33	127	76	51	66	19	47	100	113	140
	21.1	16.4	17.5	16.0	22.5	23.2	21.4	25.0	23.2	28.1	19.4	19.5	19.4	21.1	20.9	21.2
2	199	56	6	50	50	24	26	46	27	19	46	14	32	63	59	77
	11.9	13.4	6.4	15.4	12.3	9.5	17.0	9.1	8.3	10.4	13.8	14.9	13.3	13.2	10.9	11.7
3	301	74	14	59	81	51	30	83	54	29	63	29	34	84	109	108
	18.0	17.5	15.2	18.2	19.9	20.1	19.6	16.3	16.7	15.7	18.6	30.2	14.0	17.7	20.2	16.3
4	233	64	20	43	45	28	16	69	53	15	56	11	46	54	72	107
	13.9	15.2	21.5	13.3	11.0	11.2	10.7	13.5	16.3	8.4	16.7	11.0	19.0	11.4	13.3	16.3
5 (VERY INTERESTED)	570	157	37	120	134	86	48	177	116	61	102	22	80	165	182	223
	34.1	37.3	39.3	36.7	32.8	33.8	31.3	34.8	35.5	33.5	30.3	23.1	33.2	34.8	33.7	33.8
DON'T KNOW	18	1	-	1	6	6	-	7	-	7	4	1	3	9	5	4
	1.1	0.2	-	0.3	1.5	2.3	-	1.4	-	3.8	1.1	1.3	1.1	1.8	0.9	0.6
MEAN	3.3	3.4	3.6	3.4	3.2	3.2	3.1	3.2	3.3	3.1	3.3	3.0	3.3	3.3	3.3	3.3

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Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (#) ?

(#) HAVING DESSERTS ON DISPLAY

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	297	139	157	258	36	21	53	67	87	68	212	83	48	144	73	32
	17.7	17.6	17.8	17.9	16.0	9.4	13.3	15.2	23.7	29.1	18.9	15.3	21.7	23.5	12.1	13.9
2	180	72	107	158	22	30	39	46	43	20	117	63	28	70	56	25
	10.7	9.1	12.2	10.9	9.7	13.8	9.9	10.5	11.6	8.6	10.4	11.5	12.8	11.3	9.2	11.1
3	300	140	160	277	23	31	79	103	50	34	215	82	29	87	123	58
	17.9	17.8	18.1	19.2	10.1	14.2	19.8	23.6	13.7	14.3	19.2	15.0	13.3	14.2	20.3	25.3
4	301	165	136	264	36	45	90	74	54	37	202	99	36	117	104	44
	18.0	20.9	15.4	18.2	16.0	20.3	22.7	16.9	14.7	15.7	18.0	18.1	16.6	19.1	17.1	19.3
5 (VERY INTERESTED)	576	264	311	472	104	93	131	144	131	70	363	213	76	192	238	69
	34.4	33.5	35.2	32.6	46.6	42.2	32.9	33.0	35.5	30.1	32.2	39.1	34.6	31.3	39.4	30.3
DON'T KNOW	20	8	12	17	3	-	6	3	3	5	15	5	2	4	11	-
	1.2	1.1	1.3	1.2	1.5	-	1.5	0.8	0.8	2.1	1.3	1.0	1.0	0.6	1.9	-
MEAN	3.4	3.4	3.4	3.4	3.7	3.7	3.5	3.4	3.3	3.1	3.3	3.5	3.3	3.2	3.6	3.4

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (#) ?

(#) HAVING DESSERTS ON DISPLAY

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																		
1 (NOT AT ALL INTERESTED)	297	125	115	57	108	69	25	47	49	20	87	59	47	41	29	52	18	51
	17.7	18.2	17.4	17.5	17.4	19.6	15.4	16.7	13.2	15.1	23.0	19.8	20.3	17.3	14.2	24.6	11.8	15.1
2	180	99	66	15	80	40	13	33	62	22	24	45	20	23	26	18	14	33
	10.7	14.3	10.1	4.5	12.9	11.4	7.9	11.8	16.6	16.7	6.3	15.1	8.8	9.7	12.5	8.3	9.6	9.8
3	300	158	108	34	120	68	35	39	65	35	60	37	32	44	47	39	37	63
	17.9	23.0	16.3	10.5	19.3	19.3	21.7	14.0	17.6	26.8	15.8	12.4	14.0	18.6	22.8	18.6	24.5	18.7
4	301	121	121	59	130	75	26	43	66	14	56	64	51	38	38	37	15	59
	18.0	17.6	18.3	18.1	20.9	21.3	16.0	15.1	17.7	10.9	14.7	21.4	22.1	16.2	18.1	17.6	9.7	17.3
5 (VERY INTERESTED)	576	179	239	157	176	99	62	117	127	36	147	93	78	88	62	65	59	130
	34.4	26.0	36.3	48.3	28.4	28.2	39.0	41.6	34.0	27.7	38.8	31.0	33.8	37.6	29.8	30.9	39.1	38.5
DON'T KNOW	20	7	10	3	7	1	-	2	3	3	5	1	2	1	6	-	8	2
	1.2	1.0	1.6	1.0	1.2	0.3	-	0.8	0.9	2.7	1.3	0.3	1.0	0.6	2.7	-	5.2	0.6
MEAN	3.4	3.2	3.5	3.8	3.3	3.3	3.6	3.5	3.4	3.2	3.4	3.3	3.4	3.5	3.4	3.2	3.6	3.5

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Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (#) ?

(#) HAVING DESSERTS ON DISPLAY

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	254	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	297	46	19	28	65	38	27	106	62	45	79	18	61	91	102	104
	17.7	11.0	19.8	8.5	15.9	14.9	17.5	20.9	18.9	24.5	23.5	18.8	25.4	19.2	18.8	15.7
2	180	38	4	34	53	34	19	51	43	9	38	11	26	73	63	44
	10.7	9.0	3.8	10.6	12.9	13.3	12.2	10.1	13.1	4.8	11.1	11.8	10.9	15.4	11.6	6.7
3	300	59	9	50	94	53	41	78	50	28	70	27	42	58	122	120
	17.9	14.0	9.1	15.4	23.1	20.8	27.0	15.3	15.2	15.3	20.6	28.2	17.6	12.2	22.6	18.2
4	301	98	31	67	56	35	21	96	67	29	50	16	34	67	90	143
	18.0	23.4	33.0	20.6	13.8	13.8	13.9	18.9	20.5	16.1	14.9	16.6	14.2	14.1	16.8	21.8
5 (VERY INTERESTED)	576	175	33	142	137	92	45	168	106	62	96	21	75	180	153	242
	34.4	41.6	34.3	43.7	33.7	36.3	29.4	32.9	32.3	34.1	28.5	21.9	31.1	37.9	28.4	36.8
DON'T KNOW	20	4	-	4	2	2	-	9	-	9	5	3	2	5	10	6
	1.2	0.9	-	1.2	0.6	0.9	-	1.8	-	5.2	1.4	2.8	0.8	1.0	1.8	0.9
MEAN	3.4	3.8	3.6	3.8	3.4	3.4	3.3	3.3	3.3	3.3	3.1	3.1	3.1	3.4	3.2	3.6

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SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (Q1 ?

(Q1 SELF-SERVICE SALAD OR FOOD BAR

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	196	81	115	169	24	16	30	34	62	53	129	67	38	101	35	21
	11.7	10.2	13.0	11.7	10.8	7.4	7.5	7.8	16.8	22.8	11.4	12.3	17.4	16.4	5.8	9.1
2	97	63	34	87	10	8	23	28	26	12	65	32	12	28	43	14
	5.8	8.0	3.9	6.0	4.7	3.4	5.7	6.4	7.1	5.0	5.8	5.9	5.2	4.5	7.1	6.3
3	193	92	101	182	12	22	48	48	47	23	153	41	18	62	76	34
	11.5	11.7	11.4	12.6	5.2	9.9	12.1	10.8	12.7	10.0	13.6	7.5	8.3	10.1	12.6	14.9
4	295	154	141	260	34	27	77	95	48	47	213	82	33	107	109	46
	17.6	19.6	15.9	18.0	15.2	12.5	19.4	21.8	13.0	20.2	18.9	15.1	14.8	17.4	18.1	20.3
5 (VERY INTERESTED)	884	390	493	742	142	147	217	233	185	93	562	318	117	312	340	113
	52.8	49.5	55.8	51.3	63.5	66.8	54.4	53.2	50.4	39.9	49.9	58.4	53.2	50.7	56.2	49.4
DON'T KNOW	9	9	-	7	1	-	4	-	-	5	4	4	2	5	1	-
	0.5	1.1	-	0.5	0.6	-	0.9	-	-	2.1	0.4	0.8	1.0	0.8	0.2	-
MEAN	3.9	3.9	4.0	3.9	4.2	4.3	4.1	4.1	3.7	3.5	3.9	4.0	3.8	3.8	4.1	3.9

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Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (*) ?

(*) SELF-SERVICE SALAD OR FOOD BAR

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																		
1 (NOT AT ALL INTERESTED)	196	75	73	48	80	27	27	31	46	5	64	31	18	32	13	42	17	43
	11.7	10.9	11.0	14.8	12.9	7.5	17.0	11.0	12.3	3.8	16.9	10.5	7.6	13.4	6.4	20.2	11.0	12.6
2	97	50	35	12	36	22	11	16	17	5	12	21	17	11	15	12	2	20
	5.8	7.2	5.4	3.7	5.8	6.4	6.6	5.5	4.4	4.1	3.2	6.9	7.5	4.5	7.5	5.5	1.1	5.9
3	193	79	84	30	92	43	11	14	32	21	47	35	20	24	32	31	12	40
	11.5	11.5	12.8	9.2	14.8	12.1	6.9	5.0	8.6	16.4	12.3	11.6	8.7	10.1	15.2	14.9	7.8	11.8
4	295	122	114	59	110	68	27	54	62	22	57	56	50	53	33	37	16	50
	17.6	17.6	17.3	18.3	17.8	19.2	17.2	19.0	16.7	16.7	15.1	18.9	21.4	22.6	16.1	17.4	10.7	14.7
5 (VERY INTERESTED)	884	362	350	171	301	193	84	163	216	77	198	156	125	115	111	88	105	185
	52.8	52.6	53.1	52.7	48.4	54.8	52.3	57.9	58.0	59.0	52.5	52.1	53.8	48.7	53.5	42.0	69.4	54.4
DON'T KNOW	9	1	3	4	1	-	-	4	-	-	-	-	2	1	3	-	-	2
	0.5	0.2	0.4	1.4	0.2	-	-	1.6	-	-	-	-	1.0	0.6	1.3	-	-	0.6
MEAN	3.9	3.9	4.0	3.9	3.8	4.1	3.8	4.1	4.0	4.2	3.8	4.0	4.1	3.9	4.0	3.6	4.3	3.9

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SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (#) ?

(#) SELF-SERVICE SALAD OR FOOD BAR

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	256	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	196	52	11	41	55	40	15	51	32	19	37	10	27	66	60	70
	11.7	12.4	11.5	12.7	13.5	15.9	9.6	10.0	9.7	10.6	11.1	10.5	11.3	13.8	11.1	10.7
2	97	23	6	17	26	9	17	17	15	2	31	9	22	19	45	34
	5.8	5.5	6.2	5.3	6.3	3.3	11.3	3.4	4.6	1.2	9.2	9.4	9.1	3.9	8.3	5.1
3	193	59	12	47	53	32	22	51	26	25	29	15	14	62	69	61
	11.5	14.1	12.8	14.4	13.1	12.5	14.3	10.0	8.0	13.6	8.7	15.7	5.9	13.2	12.9	9.3
4	295	67	15	52	66	46	20	89	52	38	73	16	56	69	103	123
	17.6	15.9	16.3	15.8	16.3	18.1	13.4	17.5	15.8	20.7	21.5	16.7	23.4	14.6	19.0	18.7
5 (VERY INTERESTED)	884	219	50	169	204	125	79	297	200	97	164	43	121	256	261	367
	52.8	52.1	53.2	51.8	50.1	49.3	51.5	58.3	61.2	53.1	48.7	44.9	50.2	53.8	48.5	55.6
DON'T KNOW	9	-	-	-	2	2	-	4	2	1	3	3	-	4	1	4
	0.5	-	-	-	0.6	0.9	-	0.7	0.7	0.8	0.8	2.8	-	0.8	0.2	0.6
MEAN	3.9	3.9	3.9	3.9	3.8	3.8	3.9	4.1	4.1	4.1	3.9	3.8	3.9	3.9	3.9	4.0

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Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (*) ?

(*) SEASONAL MENU FEATURES

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	173	61	112	148	23	25	31	25	37	55	106	67	40	71	40	22
	10.3	7.7	12.7	10.2	10.1	11.6	7.7	5.8	9.9	23.4	9.5	12.2	18.4	11.5	6.6	9.5
2	97	56	41	85	12	9	33	14	33	8	70	27	9	32	36	18
	5.8	7.1	4.6	5.9	5.2	4.1	8.2	3.1	9.1	3.5	6.2	4.9	4.1	5.3	6.0	8.0
3	339	197	143	298	41	51	78	95	73	38	248	90	26	127	141	43
	20.3	24.9	16.1	20.6	18.4	23.1	19.6	21.6	19.8	16.3	22.1	16.6	11.7	20.7	23.2	19.0
4	321	175	146	288	33	57	75	89	56	43	212	109	41	127	95	58
	19.2	22.2	16.5	19.9	14.7	26.1	18.9	20.4	15.2	18.3	18.9	19.9	18.7	20.7	15.7	25.4
5 (VERY INTERESTED)	719	290	429	605	113	77	180	208	166	78	476	240	92	251	289	83
	43.0	36.8	48.5	41.8	50.4	35.1	45.1	47.5	45.1	33.2	42.3	44.0	42.1	40.9	47.8	36.5
DON'T KNOW	24	10	14	22	2	-	1	2	3	12	12	13	11	6	4	4
	1.5	1.3	1.6	1.5	1.1	-	0.4	1.7	0.9	5.2	1.0	2.4	5.0	0.9	0.6	1.7
MEAN	3.8	3.7	3.8	3.8	3.9	3.7	3.9	4.0	3.8	3.4	3.8	3.8	3.7	3.7	3.9	3.7

THE GALLUP ORGANIZATION, INC.
GUB8104 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (*) ?

(*) SEASONAL MENU FEATURES

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																		
1 (NOT AT ALL INTERESTED)	173	47	89	37	40	43	19	35	36	6	68	33	21	24	28	17	15	34
	10.3	6.8	13.6	11.2	6.5	12.1	12.2	12.4	9.8	4.9	17.9	11.1	9.2	10.4	13.5	8.1	10.0	10.1
2	97	36	38	23	37	12	8	26	21	6	14	22	17	20	11	-	5	23
	5.8	5.2	5.8	7.0	6.0	3.3	4.9	9.4	5.5	4.9	3.6	7.3	7.4	8.6	5.1	-	3.2	6.7
3	339	140	139	60	162	70	35	40	59	35	43	67	52	36	41	39	24	80
	20.3	20.3	21.1	18.6	26.1	19.8	21.7	14.2	15.8	26.5	13.0	22.4	22.4	15.5	19.9	18.5	15.6	23.7
4	321	153	106	62	120	67	29	56	60	22	64	60	37	50	37	54	15	68
	19.2	22.1	16.1	19.1	19.4	19.0	18.4	19.9	16.2	17.0	16.8	20.0	16.1	21.3	17.7	25.7	10.0	20.1
5 (VERY INTERESTED)	719	306	280	133	252	159	69	119	190	61	176	112	98	103	86	99	89	131
	43.0	44.5	42.4	40.9	40.6	45.2	42.8	42.1	50.9	46.6	46.6	37.6	42.6	43.8	41.5	47.0	59.0	38.6
DON'T KNOW	24	8	6	10	9	2	-	6	7	-	8	5	6	1	5	2	3	3
	1.5	1.1	1.0	3.2	1.4	0.6	-	2.0	1.8	-	2.1	1.6	2.5	0.4	2.3	0.8	2.3	0.9
MEAN	3.8	3.9	3.7	3.7	3.8	3.8	3.7	3.7	3.9	4.0	3.7	3.7	3.8	3.8	3.7	4.0	4.1	3.7

THE GALLUP ORGANIZATION,INC.
G0888304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (#) ?

(#) SEASONAL MENU FEATURES

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	254	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	173	32	5	27	33	17	16	73	47	26	35	14	20	58	51	64
	10.3	7.6	5.1	8.4	8.2	6.7	10.7	14.3	14.4	14.3	10.2	14.6	8.5	12.1	9.4	9.8
2	97	19	7	12	25	12	13	24	15	9	30	4	26	29	40	27
	5.8	4.4	7.2	3.6	6.1	4.7	8.3	4.7	4.6	4.9	8.8	4.1	10.6	6.2	7.5	4.1
3	339	82	24	58	100	55	44	105	66	39	52	25	27	88	107	144
	20.3	19.6	25.7	17.8	24.5	21.8	29.2	20.6	20.3	21.3	15.5	26.2	11.1	18.5	19.9	21.9
4	321	77	10	67	84	49	35	92	67	25	67	18	49	88	115	117
	19.2	18.4	10.4	20.7	20.7	19.3	22.9	18.2	20.6	13.8	19.9	19.1	20.2	18.6	21.3	17.8
5 (VERY INTERESTED)	719	206	46	160	161	117	44	201	131	70	151	34	117	206	217	296
	43.0	49.0	48.3	49.2	39.5	45.9	29.0	39.6	40.2	38.5	44.7	34.8	48.6	43.3	40.2	44.9
DON'T KNOW	24	4	3	1	4	4	-	13	-	13	3	1	2	6	9	10
	1.5	1.0	3.3	0.3	1.0	1.6	-	2.6	-	7.2	1.0	1.3	0.8	1.2	1.7	1.4
MEAN	3.8	4.0	3.9	4.0	3.8	3.9	3.5	3.7	3.7	3.6	3.8	3.6	3.9	3.8	3.8	3.9

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (#) ?

(#) SEPARATE SECTIONS FOR SMOKERS AND NON-SMOKERS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	185	99	86	150	32	18	25	48	60	34	125	60	34	74	50	26
	11.1	12.5	9.8	10.4	14.5	8.0	6.3	11.0	16.2	14.6	11.1	11.0	15.7	12.1	8.3	11.3
2	35	20	15	31	3	10	7	7	5	6	23	12	2	18	9	5
	2.1	2.5	1.7	2.2	1.4	4.6	1.7	1.5	1.3	2.7	2.0	2.2	0.9	2.9	1.6	2.3
3	137	62	75	117	19	11	32	35	34	25	90	47	23	55	49	10
	8.2	7.8	8.5	8.1	8.5	5.0	8.1	7.9	9.2	10.8	8.0	8.5	10.3	9.0	8.0	4.4
4	58	32	26	53	4	3	12	26	11	6	41	17	9	16	22	11
	3.5	4.1	2.9	3.7	2.0	1.4	2.9	5.9	3.0	2.7	3.6	3.2	4.1	2.6	3.6	4.8
5 (VERY INTERESTED)	1257	566	671	1073	183	176	321	319	255	151	837	396	142	443	471	175
	75.9	71.7	75.9	74.2	73.0	80.3	80.4	72.8	69.2	64.7	74.4	72.7	64.5	72.1	77.8	76.7
DON'T KNOW	22	11	12	21	1	1	2	4	4	11	9	13	10	8	3	1
	1.3	1.3	1.3	1.4	0.6	0.6	0.6	0.8	1.1	4.5	0.8	2.4	4.5	1.2	0.6	0.5
MEAN	4.3	4.2	4.4	4.3	4.2	4.4	4.5	4.3	4.1	4.0	4.3	4.3	4.1	4.2	4.4	4.3

THE GALLUP ORGANIZATION, INC.
GORBACHEVATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (#1 ?

(#) SEPARATE SECTIONS FOR SMOKERS AND NON-SMOKERS

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	216	80	133	224	75	210	197	146	167	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																		
1 (NOT AT ALL INTERESTED)	185	54	80	51	59	42	21	28	26	3	57	34	22	18	27	39	16	28
	11.1	7.8	12.1	15.8	9.5	12.0	13.4	10.0	7.0	2.3	15.2	11.4	9.7	7.6	13.0	18.7	10.7	8.3
2	35	16	16	3	13	5	2	11	8	1	5	8	7	3	4	7	-	5
	2.1	2.3	2.4	0.9	2.0	1.4	1.3	3.8	2.3	0.8	1.4	2.7	3.0	1.2	1.8	3.6	-	1.6
3	137	48	64	25	42	34	13	29	33	12	31	13	15	26	15	12	31	24
	8.2	7.0	9.7	7.8	6.7	9.5	8.2	10.4	8.8	9.0	8.1	4.5	6.4	11.3	7.5	5.6	20.7	7.0
4	58	21	29	2	21	13	4	8	13	3	10	7	12	7	7	7	6	12
	3.5	3.9	4.3	0.7	3.3	3.8	2.3	3.0	3.5	2.0	2.6	2.2	5.2	2.8	3.4	3.4	4.3	3.5
5 (VERY INTERESTED)	1237	536	463	238	484	254	120	200	290	109	269	232	171	173	150	143	97	270
	73.9	77.7	70.3	73.2	77.9	72.0	74.8	70.9	77.8	83.7	71.0	77.7	73.8	73.5	72.5	68.1	64.3	79.7
DON'T KNOW	22	9	8	5	4	5	-	5	2	3	7	5	4	8	4	1	-	-
	1.3	1.3	1.2	1.6	0.6	1.4	-	1.9	0.6	2.2	1.7	1.5	1.8	3.5	1.7	0.7	-	-
MEAN	4.3	4.4	4.2	4.2	4.4	4.2	4.2	4.2	4.4	4.7	4.1	4.3	4.3	4.4	4.2	4.0	4.1	4.4

THE GALLUP ORGANIZATION,INC.
GUB8304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (*) ?

(*) SEPARATE SECTIONS FOR SMOKERS AND NON-SMOKERS

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673 100.0	420 100.0	95 100.0	326 100.0	407 100.0	256 100.0	153 100.0	509 100.0	327 100.0	182 100.0	337 100.0	97 100.0	241 100.0	475 100.0	539 100.0	659 100.0
SCALE																
1 (NOT AT ALL INTERESTED)	185 11.1	42 10.0	12 13.0	30 9.1	45 11.0	33 12.9	12 7.8	75 14.7	50 15.2	25 13.9	23 7.0	12 12.8	11 4.6	69 14.6	42 7.8	74 11.2
2	35 2.1	3 0.6	2 1.7	1 0.3	14 3.4	7 2.8	7 4.5	16 3.1	7 2.1	9 4.9	2 0.7	1 1.0	1 0.5	6 1.2	12 2.2	17 2.5
3	137 8.2	39 9.2	10 10.8	29 8.8	41 10.2	21 8.3	20 13.3	35 6.9	22 6.9	13 7.1	21 6.4	8 8.6	13 5.5	42 8.8	39 7.2	56 8.5
4	58 3.5	12 2.9	4 4.2	8 2.5	23 5.7	10 3.9	13 8.7	11 2.2	8 2.4	3 1.8	11 3.3	3 2.7	9 3.5	5 1.1	21 4.0	31 4.8
5 (VERY INTERESTED)	1237 73.9	317 75.4	64 67.7	253 77.6	277 68.1	177 69.5	100 65.7	364 71.5	235 71.9	129 71.0	279 82.7	72 74.8	207 85.9	346 72.9	415 76.9	476 72.2
DON'T KNOW	22 1.3	8 1.8	2 2.5	5 1.6	7 1.6	7 2.6	- -	8 1.5	5 1.6	3 1.4	- -	- -	- -	7 1.4	10 1.8	5 0.8
MEAN	4.3	4.4	4.1	4.4	4.2	4.2	4.2	4.1	4.2	4.1	4.5	4.3	4.7	4.2	4.4	4.3

THE GALLUP ORGANIZATION,INC.
GUB830G EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (*) ?

(*) A CHILDREN'S MENU

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	269	144	125	240	26	45	40	53	56	74	150	119	64	126	64	14
	16.1	18.3	14.1	16.6	11.8	20.6	10.1	12.1	15.1	31.5	13.4	21.8	29.3	20.5	10.6	6.2
2	73	47	26	63	10	10	11	31	18	3	36	37	13	23	23	14
	4.4	6.0	3.0	4.4	4.7	4.5	2.9	7.1	4.9	1.3	3.2	6.8	5.8	3.8	3.9	6.2
3	174	82	92	138	36	24	39	48	31	32	109	65	29	76	46	24
	10.4	10.4	10.4	9.6	16.0	10.9	9.7	10.9	8.5	13.8	9.7	11.9	13.0	12.3	7.5	10.7
4	135	90	45	120	14	20	28	35	37	15	102	33	13	48	49	25
	8.1	11.4	5.1	8.3	6.2	9.0	7.1	8.1	10.0	6.4	9.1	6.0	6.1	7.8	8.1	10.9
5 (VERY INTERESTED)	992	412	580	857	135	121	277	268	219	92	711	277	86	331	420	149
	59.3	52.2	65.6	59.3	60.2	55.1	69.6	61.2	59.5	39.4	63.2	50.9	39.0	53.9	69.5	65.3
DON'T KNOW	30	13	17	28	3	-	3	3	8	18	15	15	15	11	2	2
	1.8	1.7	1.9	1.9	1.1	-	0.6	0.6	2.0	7.5	1.4	2.7	6.8	1.8	0.4	0.7
MEAN	3.9	3.7	4.1	3.9	4.0	3.7	4.2	4.0	4.0	3.2	4.1	3.6	3.2	3.7	4.2	4.2

THE GALLUP ORGANIZATION, INC.
GOM8304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (*) ?

(*) A CHILDREN'S MENU

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																		
1 (NOT AT ALL INTERESTED)	269	127	96	46	97	61	18	50	48	9	68	40	40	24	42	45	16	61
	16.1	18.5	14.5	14.2	15.6	17.3	11.2	17.8	12.8	7.3	17.9	13.5	17.3	10.4	20.5	21.2	10.9	17.9
2	73	39	32	2	31	17	5	8	15	5	6	11	8	11	12	9	9	15
	4.4	5.7	4.9	0.6	5.1	4.7	3.4	2.8	4.0	4.1	1.7	3.5	3.4	4.5	5.7	4.2	6.1	4.3
3	174	79	54	42	57	47	23	30	49	16	26	25	23	17	18	33	26	31
	10.4	11.4	8.2	12.8	9.2	13.3	14.4	10.6	13.3	12.7	6.8	8.4	10.0	7.4	8.7	15.9	16.9	9.2
4	135	60	43	33	57	31	15	11	20	5	20	34	19	15	21	15	9	22
	8.1	8.7	6.5	10.0	9.2	8.7	9.5	4.0	5.5	3.7	5.2	11.5	8.0	6.4	10.1	7.2	5.9	6.5
5 (VERY INTERESTED)	992	374	419	198	367	196	98	174	239	92	245	183	140	160	109	103	91	206
	59.3	54.3	63.6	61.0	59.1	55.6	61.6	61.9	64.2	71.1	64.7	61.1	60.3	67.9	52.7	49.2	60.2	60.7
DON'T KNOW	30	10	15	5	11	1	-	8	1	2	14	6	2	8	5	5	-	4
	1.8	1.5	2.3	1.4	1.8	0.3	-	2.9	0.3	1.2	3.8	2.0	1.0	3.4	2.3	2.3	-	1.3
MEAN	3.9	3.8	4.0	4.0	3.9	3.8	4.1	3.9	4.0	4.3	4.0	4.1	3.9	4.2	3.7	3.6	4.0	3.9

THE GALLUP ORGANIZATION,INC.
GUB8304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (#) ?

(#) A CHILDREN'S MENU

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	254	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	269	53	11	42	75	49	26	80	52	28	61	16	45	66	90	113
	16.1	12.5	11.6	12.8	18.5	19.2	17.2	15.8	16.0	15.3	18.0	16.6	18.6	13.9	16.6	17.2
2	73	13	8	4	11	5	6	26	23	3	24	2	22	18	32	23
	4.4	3.0	8.9	1.3	2.7	1.9	3.9	5.1	7.0	1.7	7.1	2.1	9.1	3.9	5.9	3.5
3	174	50	5	45	61	36	25	37	23	14	25	8	17	52	54	69
	10.4	12.0	5.4	13.9	15.1	14.3	16.5	7.4	7.0	8.0	7.3	7.8	7.1	10.9	9.9	10.4
4	135	30	3	26	34	12	23	38	28	10	33	13	20	25	47	63
	8.1	7.1	3.6	8.1	8.5	4.7	14.7	7.4	8.6	5.2	9.9	13.3	8.5	5.2	8.7	9.6
5 (VERY INTERESTED)	992	268	63	205	218	145	73	320	197	123	185	54	131	299	310	383
	59.3	63.7	66.3	63.0	53.6	57.2	47.5	63.0	60.3	67.7	55.0	56.3	54.4	63.0	57.4	58.1
DON'T KNOW	30	7	4	3	7	7	-	7	3	4	9	4	6	15	8	8
	1.8	1.7	4.2	0.9	1.7	2.7	-	1.4	1.0	2.1	2.8	3.9	2.3	3.1	1.4	1.2
MEAN	3.9	4.1	4.1	4.1	3.8	3.8	3.7	4.0	3.9	4.1	3.8	3.9	3.7	4.0	3.9	3.9

THE GALLUP ORGANIZATION,INC.
G088304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (9) ?

(9) DAILY MENU CHANGES

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	171	80	92	139	30	28	35	41	32	36	97	74	36	63	57	16
	10.2	10.1	10.4	9.6	13.5	12.6	8.8	9.3	8.8	15.2	8.6	13.7	16.4	10.3	9.4	6.8
2	97	44	53	82	15	10	21	29	18	15	67	27	15	26	37	16
	5.8	5.6	6.0	5.6	6.7	4.7	5.3	6.7	5.0	6.2	6.0	4.9	6.7	4.3	6.1	7.1
3	366	166	199	338	28	54	80	110	79	40	261	104	42	111	142	70
	21.8	21.1	22.5	23.4	12.4	24.8	20.0	25.2	21.4	17.2	23.2	19.1	19.1	18.0	23.5	30.7
4	277	158	118	251	24	52	67	74	56	26	185	92	19	114	112	31
	16.5	20.0	13.4	17.4	10.7	23.9	16.9	16.9	15.2	11.0	16.4	16.8	8.9	18.6	18.5	13.5
5 (VERY INTERESTED)	733	324	409	610	123	73	189	182	183	97	496	236	100	286	248	96
	43.8	41.1	46.2	42.2	54.8	33.2	47.3	41.6	49.7	41.4	44.1	43.3	45.4	46.6	41.1	41.9
DON'T KNOW	31	17	14	27	4	2	7	1	-	21	19	12	8	13	9	-
	1.8	2.1	1.6	1.8	1.8	0.7	1.7	0.2	-	9.0	1.7	2.2	3.6	2.2	1.5	-
MEAN	3.8	3.8	3.8	3.8	3.9	3.6	3.9	3.8	3.9	3.6	3.8	3.7	3.6	3.9	3.8	3.8

THE GALLUP ORGANIZATION,INC.
G0883O4 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.2 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (#1 ?

[#1 DAILY MENU CHANGES

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																		
1 (NOT AT ALL INTERESTED)	171	79	63	30	60	37	8	34	22	24	46	29	23	23	17	25	18	36
	10.2	11.4	9.6	9.2	9.8	10.5	4.8	11.9	5.9	18.6	12.0	9.8	10.1	9.6	8.3	11.7	12.0	10.6
2	97	47	31	19	30	18	14	21	18	12	22	17	7	15	10	18	9	21
	5.8	6.8	4.7	5.8	4.9	5.1	8.5	7.6	4.8	9.5	5.9	5.6	3.0	6.3	5.0	8.6	5.8	6.2
3	366	183	134	48	153	88	30	43	93	24	82	71	36	56	54	43	20	86
	21.8	26.6	20.4	14.8	24.6	25.1	18.8	15.4	25.1	18.3	21.7	23.8	15.7	23.8	25.8	20.3	13.1	25.4
4	277	135	100	41	126	65	19	27	62	20	35	30	35	43	37	37	33	62
	16.5	19.6	15.2	12.8	20.3	18.6	11.9	9.6	16.6	15.7	9.2	9.9	15.0	18.3	18.0	17.4	21.9	18.3
5 (VERY INTERESTED)	733	237	326	168	247	144	81	151	177	46	184	150	126	93	86	83	63	132
	43.8	34.4	49.5	51.6	39.7	40.8	50.4	53.4	47.4	35.7	48.6	50.1	54.3	39.5	41.6	39.7	41.7	38.9
(DON'T KNOW)	31	7	5	19	5	-	9	6	1	3	10	3	4	6	3	5	8	2
	1.8	1.0	0.8	5.8	0.8	-	5.7	2.1	0.3	2.2	2.6	0.9	1.8	2.5	1.3	2.3	5.5	0.6
MEAN	3.8	3.6	3.9	4.0	3.8	3.7	4.0	3.9	4.0	3.4	3.8	3.9	4.0	3.7	3.8	3.7	3.8	3.7

THE GALLUP ORGANIZATION,INC.
G088306 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.Z ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY INTERESTED AND 1 MEANS NOT AT ALL INTERESTED, HOW INTERESTED WOULD YOU BE IN HAVING TABLE-SERVICE RESTAURANTS IN YOUR AREA OFFER THE FOLLOWING SERVICES (#) ?

(#) DAILY MENU CHANGES

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	254	153	509	327	182	337	97	241	475	519	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL INTERESTED)	171	25	7	18	39	22	17	73	51	22	34	11	23	55	62	74
	10.2	5.9	7.5	5.6	9.7	8.8	11.3	14.4	15.5	12.3	10.1	11.4	9.7	11.6	7.9	11.2
2	97	10	1	9	26	15	11	29	23	6	31	14	17	25	43	29
	5.8	2.5	1.1	2.9	6.4	6.1	7.1	5.7	6.9	3.4	9.2	14.8	7.0	5.3	7.9	4.4
3	366	87	18	69	103	64	39	95	61	34	81	33	47	99	142	124
	21.8	20.6	18.9	21.1	25.3	25.1	25.8	18.7	18.6	18.8	23.9	34.7	19.6	20.9	26.4	18.8
4	277	76	15	61	65	37	28	69	43	26	66	4	63	79	99	98
	16.5	18.1	16.2	18.7	15.9	14.5	18.2	13.6	13.1	14.6	19.7	4.1	26.0	16.7	18.4	14.9
5 EVERY INTERESTED)	733	216	52	164	157	103	54	237	148	88	123	33	91	209	202	322
	43.8	51.4	55.3	50.2	38.5	40.6	35.1	46.5	45.4	48.5	36.6	33.8	37.7	43.9	37.4	48.9
DON'T KNOW	31	7	1	6	17	13	4	6	2	4	1	1	-	7	11	12
	1.8	1.6	1.1	1.7	4.1	5.0	2.6	1.2	0.5	2.4	0.4	1.3	-	1.5	2.0	1.8
MEAN	3.8	4.1	4.1	4.1	3.7	3.8	3.6	3.7	3.7	3.9	3.6	3.3	3.8	3.8	3.7	3.9

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 34-1
Q12.1A HAVE ON-PREMISE BAKING?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	73 67.6	93 68.4	64 70.3	92 83.6	209 71.8	52 72.2	65 73.0	63 63.0	102 73.9	130 78.3	94 84.7	62 63.3	52 61.2	121 75.2
NO	35 32.4	43 31.6	27 29.7	18 16.4	82 28.2	20 27.8	24 27.0	37 37.0	36 26.1	36 21.7	17 15.3	36 36.7	33 38.8	40 24.8
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 51-1
Q12.1B PLAN TO OFFER ON-PREMISE BAKING IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	35 100.0	43 100.0	27 100.0	18 100.0	82 100.0	20 100.0	24 100.0	37 100.0	36 100.0	36 100.0	17 100.0	36 100.0	33 100.0	40 100.0
YES	2 5.7	4 9.3	0	2 11.1	7 8.5	0	1 4.2	1 2.7	4 11.1	3 8.3	1 5.9	1 2.8	3 9.1	3 7.5
NO	33 94.3	38 88.4	27 100.0	16 88.9	74 90.2	20 100.0	23 95.8	35 94.6	32 88.9	33 91.7	16 94.1	34 94.4	30 90.9	37 92.5
NOT STATED	0	1 2.3	0	0	1 1.2	0	0	1 2.7	0	0	0	1 2.8	0	0
SIGMA	35 100.0	43 100.0	27 100.0	18 100.0	82 100.0	20 100.0	24 100.0	37 100.0	36 100.0	36 100.0	17 100.0	36 100.0	33 100.0	40 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 36-1
Q12.3A HAVE ON-PREMISE CATERING?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	43	90	62	73	165	49	59	53	90	101	70	64	43	98
	39.8	66.2	68.1	66.4	56.7	68.1	66.3	53.0	65.2	60.8	63.1	65.3	50.6	60.9
NO	65	46	29	37	126	23	30	47	48	65	41	34	42	63
	60.2	33.8	31.9	33.6	43.3	31.9	33.7	47.0	34.8	39.2	36.9	34.7	49.4	39.1
SIGMA	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 53-1
Q12.3B PLAN TO OFFER ON-PREMISE CATERING IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	65	46	29	37	126	23	30	47	48	65	41	34	42	63
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	2	4	3	2	8	2	1	2	7	2	1	3	5	2
	3.1	8.7	10.3	5.4	6.3	8.7	3.3	4.3	14.6	3.1	2.4	8.8	11.9	3.2
NO	63	41	26	34	117	20	29	45	40	63	40	31	36	60
	96.9	89.1	89.7	91.9	92.9	87.0	96.7	95.7	83.3	96.9	97.6	91.2	85.7	95.2
NOT STATED	0	1	0	1	1	1	0	0	1	0	0	0	1	1
		2.2		2.7	.8	4.3			2.1				2.4	1.6
SIGMA	65	46	29	37	126	23	30	47	48	65	41	34	42	63
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 40-1
Q12.7A HAVE KIDS MENU ITEMS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	76	108	55	34	185	40	54	63	83	103	64	51	62	104
	70.4	79.4	60.4	30.9	63.6	55.6	60.7	63.0	60.1	62.0	57.7	52.0	72.9	64.6
NO	32	28	36	76	106	32	35	37	55	63	47	47	23	57
	29.6	20.6	39.6	69.1	36.4	44.4	39.3	37.0	39.9	38.0	42.3	48.0	27.1	35.4
SIGMA	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 57-1
Q12.7B PLAN TO OFFER KIDS MENU ITEMS IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	32	28	36	76	106	32	35	37	55	63	47	47	23	57
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	5	4	1	3	3	8	2	3	5	4	4	3	2	4
	15.6	14.3	2.8	3.9	2.8	25.0	5.7	8.1	9.1	6.3	8.5	6.4	8.7	7.0
NO	26	23	34	73	101	23	33	34	49	57	42	44	19	53
	81.3	82.1	94.4	96.1	95.3	71.9	94.3	91.9	89.1	90.5	89.4	93.6	82.6	93.0
NOT STATED	1	1	1	0	2	1	0	0	1	2	1	0	2	0
	3.1	3.6	2.8		1.9	3.1			1.8	3.2	2.1		8.7	
SIGMA	32	28	36	76	106	32	35	37	55	63	47	47	23	57
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 41-1
Q12.8A HAVE COOKING OPEN KITCHEN OR TABLESIDE?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	21	28	38	55	80	20	41	18	38	65	34	33	28	49
	19.4	20.6	41.8	50.0	27.5	27.8	46.1	18.0	27.5	39.2	30.6	33.7	32.9	30.4
NO	87	108	53	55	211	52	48	82	100	101	77	65	57	112
	80.6	79.4	58.2	50.0	72.5	72.2	53.9	82.0	72.5	60.8	69.4	66.3	67.1	69.6
SIGMA	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 58-1
Q12.8B PLAN TO SHOW COOKING OPEN KITCHEN OR TABLESIDE IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	87	108	53	55	211	52	48	82	100	101	77	65	57	112
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	2	5	2	3	7	3	2	2	6	3	3	4	2	3
	2.3	4.6	3.8	5.5	3.3	5.8	4.2	2.4	6.0	3.0	3.9	6.2	3.5	2.7
NO	85	101	50	52	201	49	45	80	93	96	72	61	54	108
	97.7	93.5	94.3	94.5	95.3	94.2	93.8	97.6	93.0	95.0	93.5	93.8	94.7	96.4
NOT STATED	0	2	1	0	3	0	1	0	1	2	2	0	1	1
		1.9	1.9		1.4		2.1		1.0	2.0	2.6		1.8	.9
SIGMA	87	108	53	55	211	52	48	82	100	101	77	65	57	112
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 42-1
Q12.9A HAVE LIVE ENTERTAINMENT OR MUSIC?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	12	45	43	49	80	29	42	21	41	72	45	35	24	49
	11.1	33.1	47.3	44.5	27.5	40.3	47.2	21.0	29.7	43.4	40.5	35.7	28.2	30.4
NO	96	91	48	61	211	43	47	79	97	94	66	63	61	112
	88.9	66.9	52.7	55.5	72.5	59.7	52.3	79.0	70.3	56.6	59.5	64.3	71.8	69.6
SIGMA	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 59-1
Q12.9B PLAN LIVE ENTERTAINMENT OR MUSIC IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	96	91	48	61	211	43	47	79	97	94	66	63	61	112
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	1	3	1	3	5	1	2	3	2	2	2	0	3	3
	1.0	3.3	2.1	4.9	2.4	2.3	4.3	3.8	2.1	2.1	3.0		4.9	2.7
NO	94	86	45	58	203	40	45	74	94	91	63	60	57	109
	97.9	94.5	93.8	95.1	96.2	93.0	95.7	93.7	96.9	96.8	95.5	95.2	93.4	97.3
NOT STATED	1	2	2	0	3	2	0	2	1	1	1	3	1	0
	1.0	2.2	4.2		1.4	4.7		2.5	1.0	1.1	1.5	4.8	1.6	
SIGMA	96	91	48	61	211	43	47	79	97	94	66	63	61	112
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 44-1
Q12.11A HAVE DESSERT DISPLAY?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	48 44.4	59 43.4	33 36.3	65 59.1	123 42.3	37 51.4	48 53.9	45 45.0	65 47.1	72 43.4	60 54.1	40 40.8	35 41.2	76 47.2
NO	60 55.6	77 56.6	58 63.7	45 40.9	168 57.7	35 48.6	41 46.1	55 55.0	73 52.9	94 56.6	51 45.9	58 59.2	50 58.8	85 52.8
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 61-1
Q12.11B PLAN DESSERT DISPLAY IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	60 100.0	77 100.0	58 100.0	45 100.0	168 100.0	35 100.0	41 100.0	55 100.0	73 100.0	94 100.0	51 100.0	58 100.0	50 100.0	85 100.0
YES	9 15.0	17 22.1	5 8.6	9 20.0	27 16.1	7 20.0	6 14.6	9 16.4	12 16.4	19 20.2	11 21.6	10 17.2	5 10.0	14 16.5
NO	51 85.0	59 76.6	51 87.9	36 80.0	139 82.7	28 80.0	34 82.9	45 81.8	61 83.6	74 78.7	39 76.5	47 81.0	44 88.0	71 83.5
NOT STATED	0	1 1.3	2 3.4	0	2 1.2	0	1 2.4	1 1.8	0	1 1.1	1 2.0	1 1.7	1 2.0	0
SIGMA	60 100.0	77 100.0	58 100.0	45 100.0	168 100.0	35 100.0	41 100.0	55 100.0	73 100.0	94 100.0	51 100.0	58 100.0	50 100.0	85 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 45-1
Q12.12A HAVE SALAD OR FOOD BAR?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	26	52	17	15	63	22	28	20	32	48	29	15	34	37
	24.1	38.2	18.7	13.6	21.6	30.6	31.5	20.0	23.2	28.9	26.1	15.3	40.0	23.0
NO	82	84	74	94	228	50	60	80	106	117	82	82	51	124
	75.9	61.8	81.3	85.5	78.4	69.4	67.4	80.0	76.8	70.5	73.9	83.7	60.0	77.0
NOT STATED	0	0	0	1	0	0	1	0	0	1	0	1	0	0
				.9			1.1			.6		1.0		
SIGMA	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 62-1
Q12.12B PLAN SALAD OR FOOD BAR IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	82	84	74	94	228	50	60	80	106	117	82	82	51	124
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	5	6	1	0	8	0	4	4	4	3	2	1	5	4
	6.1	7.1	1.4		3.5		6.7	5.0	3.8	2.6	2.4	1.2	9.8	3.2
NO	75	76	71	92	214	49	55	76	99	111	78	79	45	117
	91.5	90.5	95.9	97.9	93.9	98.0	91.7	95.0	93.4	94.9	95.1	96.3	88.2	94.4
NOT STATED	2	2	2	2	6	1	1	0	3	3	2	2	1	3
	2.4	2.4	2.7	2.1	2.6	2.0	1.7		2.8	2.6	2.4	2.4	2.0	2.4
SIGMA	82	84	74	94	228	50	60	80	106	117	82	82	51	124
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 46-1
Q12.13A HAVE DAILY MENU CHANGE?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	65	91	59	74	182	50	60	63	97	103	81	51	54	108
	60.2	66.9	64.8	67.3	62.5	69.4	67.4	63.0	70.3	62.0	73.0	52.0	63.5	67.1
NO	43	45	32	36	109	22	29	37	41	63	30	47	31	53
	39.8	33.1	35.2	32.7	37.5	30.6	32.6	37.0	29.7	38.0	27.0	48.0	36.5	32.9
SIGMA	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 63-1
Q12.13B PLAN TO OFFER DAILY MENU CHANGE IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	43	45	32	36	109	22	29	37	41	63	30	47	31	53
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	6	9	4	3	16	1	5	8	7	7	6	6	3	7
	14.0	20.0	12.5	8.3	14.7	4.5	17.2	21.6	17.1	11.1	20.0	12.8	9.7	13.2
NO	37	35	27	33	91	21	24	29	33	55	23	41	27	46
	86.0	77.8	84.4	91.7	83.5	95.5	82.8	78.4	80.5	87.3	76.7	87.2	87.1	86.8
NOT STATED	0	1	1	0	2	0	0	0	1	1	1	0	1	0
		2.2	3.1		1.8				2.4	1.6	3.3		3.2	
SIGMA	43	45	32	36	109	22	29	37	41	63	30	47	31	53
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 47-1
Q12.14A HAVE SEASONAL MENU FEATURES

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	69 63.9	104 76.5	73 80.2	102 92.7	219 75.3	59 81.9	73 82.0	71 71.0	111 80.4	134 80.7	95 85.6	71 72.4	66 77.6	122 75.8
NO	39 36.1	32 23.5	18 19.8	8 7.3	72 24.7	13 18.1	16 18.0	29 29.0	27 19.6	32 19.3	16 14.4	27 27.6	19 22.4	39 24.2
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 64-1
Q12.14B PLAN TO OFFER SEASONAL MENU FEATURES IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	39 100.0	32 100.0	18 100.0	8 100.0	72 100.0	13 100.0	16 100.0	29 100.0	27 100.0	32 100.0	16 100.0	27 100.0	19 100.0	39 100.0
YES	6 15.4	4 12.5	5 27.8	1 12.5	10 13.9	1 7.7	5 31.3	6 20.7	5 18.5	4 12.5	3 18.8	5 18.5	4 21.1	4 10.3
NO	33 84.6	27 84.4	13 72.2	7 87.5	61 84.7	12 92.3	11 68.8	23 79.3	22 81.5	27 84.4	13 81.3	22 81.5	14 73.7	35 89.7
NOT STATED	0	1 3.1	0	0	1 1.4	0	0	0	0	1 3.1	0	0	1 5.3	0
SIGMA	39 100.0	32 100.0	18 100.0	8 100.0	72 100.0	13 100.0	16 100.0	29 100.0	27 100.0	32 100.0	16 100.0	27 100.0	19 100.0	39 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 49-1
Q12.16A HAVE SMOKING SECTIONS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	56	82	51	60	155	43	56	41	72	112	77	52	48	80
	51.9	60.3	56.0	54.5	53.3	59.7	62.9	41.0	52.2	67.5	69.4	53.1	56.5	49.7
NO	52	54	40	50	136	29	33	59	66	54	34	46	37	81
	48.1	39.7	44.0	45.5	46.7	40.3	37.1	59.0	47.8	32.5	30.6	46.9	43.5	50.3
SIGMA	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 66-1
Q12.16B PLAN TO OFFER SMOKING SECTIONS IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	52	54	40	50	136	29	33	59	66	54	34	46	37	81
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	11	14	15	15	39	8	8	10	23	17	7	13	11	24
	21.2	25.9	37.5	30.0	28.7	27.6	24.2	16.9	34.8	31.5	20.6	28.3	29.7	29.6
NO	40	37	22	32	92	18	23	48	37	35	24	30	25	54
	76.9	68.5	55.0	64.0	67.6	62.1	69.7	81.4	56.1	64.8	70.6	65.2	67.6	66.7
NOT STATED	1	3	3	3	5	3	2	1	6	2	3	3	1	3
	1.9	5.6	7.5	6.0	3.7	10.3	6.1	1.7	9.1	3.7	8.8	6.5	2.7	3.7
SIGMA	52	54	40	50	136	29	33	59	66	54	34	46	37	81
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 50-1
Q12. 17A HAVE AMENITIES FOR SINGLES DINING ALONE?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	15 13.9	25 18.4	23 25.3	40 36.4	61 21.0	15 20.8	26 29.2	22 22.0	26 18.8	41 24.7	32 28.8	27 27.6	16 18.8	30 18.6
NO	90 83.3	110 80.9	66 72.5	69 62.7	225 77.3	56 77.8	62 69.7	78 78.0	110 79.7	120 72.3	77 69.4	69 70.4	67 78.8	130 80.7
NOT STATED	3 2.8	1 .7	2 2.2	1 .9	5 1.7	1 1.4	1 1.1	0	2 1.4	5 3.0	2 1.8	2 2.0	2 2.4	1 .6
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 67-1
Q12. 17 PLAN TO OFFER AMENITIES FOR SINGLES DINING ALONE IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	90 100.0	110 100.0	66 100.0	69 100.0	225 100.0	56 100.0	62 100.0	78 100.0	110 100.0	120 100.0	77 100.0	69 100.0	67 100.0	130 100.0
YES	2 2.2	8 7.3	6 9.1	3 4.3	15 6.7	3 5.4	2 3.2	2 2.6	11 10.0	5 4.2	4 5.2	3 4.3	6 9.0	7 5.4
NO	86 95.6	100 90.9	58 87.9	66 95.7	205 91.1	53 94.6	59 95.2	76 97.4	96 87.3	113 94.2	71 92.2	66 95.7	59 88.1	121 93.1
NOT STATED	2 2.2	2 1.8	2 3.0	0	5 2.2	0	1 1.6	0	3 2.7	2 1.7	2 2.6	0	2 3.0	2 1.5
SIGMA	90 100.0	110 100.0	66 100.0	69 100.0	225 100.0	56 100.0	62 100.0	78 100.0	110 100.0	120 100.0	77 100.0	69 100.0	67 100.0	130 100.0

Convenience Services at Tableservice Restaurants

It's easy to understand why such convenience oriented shortcuts as home delivery and carry-out have gained so rapidly in the 1980's. We're living in a time pressured decade when consumers are trying to cram more activities into leisure hours and increase their earnings at work in order to support their vision of a successful lifestyle.

According to a study "The American Home" by Langer Associates, Inc., these busier more pressured lifestyles have caused the meaning of the home to change. "Now consumers view the house as a refuge from the pressured life and tough times outside," says Judith Langer. This represents a return to the meaning the home had before the 1960's and 1970's.

Today, according to Langer, consumers want a balance between at and away from home.

Since the early 1980's foodservice has made enormous strides in meeting the consumer's growing need for carry out and home delivered items.

Fast food isn't alone in responding to the consumer's need for off-premise meals. Today most tableservice restaurants provide ready to eat take out meals. In particular, nearly 9 out of 10 tableservice places with per person dinner checks averaging less than $8.00 provide carry-out meals and 82 percent of those in the $8.00 to $14.99 category do so. Even 38 percent of upscale places with average checks of $25.00+ will provide ready to eat take out meals.

Furthermore they may not promote it but about one third of tableservice restaurants report that they will provide for delivery of menu items to consumers and well over that proportion do off-premise catering. So if consumers make the request many tableservice restaurants may come to their home.

In addition to these convenience oriented services approximately one third of tableservice restaurants will provide their bakery items for retail sale or sell items such as salads or soups by the pound.

But the balance between at home and away from home diversions should be kept in mind. Our Gallup survey of consumers suggests that most are not looking for tableservice restaurants to meet their need for off-premise meals. Instead consumers are generally more interested in the away from home diversion that tableservice restaurants provide.

The off-premise convenience service most likely to be used by consumers is ready to eat take out meals. Twenty-five percent of respondents gave this service a 5 rating, meaning that they would be very likely to purchase such meals at tableservice restaurants if they knew they were available. An additional 14 percent rated this

service as 4, resulting in 39 percent expressing a likelihood of using take out service. Approximately three in ten adults expressed some likelihood of using retail sale of bakery items, home delivery and retail sale by the pound. On the other hand four in ten said they were not at all likely to use home delivery from a tableservice restaurant or purchase items by the pound.

Tableservice Restaurants Providing

Convenience Services

by dinner check size per person

	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+
Ready to eat take out meals	88%	82%	56%	38%
Retail sale of bakery items	36	30	19	29
Delivery of menu items to customers	29	28	36	30
Retail sale of items by the pound	30	33	19	18
Off-premise catering	38	51	53	41

Source: National Restaurant Association Tableservice Operator Survey

Consumer Likelihood of Using Convenience Services

Provided by Tableservice Restaurants

	Percent who are				
	Very Likely 5	4	3	2	Not at all Likely 1
Ready to eat take out meals	25	14	20	13	26
Retail sale of bakery items	20	12	22	12	32
Home delivery of menu items	18	12	13	11	44
Retail sale by the pound of menu items like salads, soups, entrees	18	9	19	14	39

Source: National Restaurant Association Gallup Survey

Detailed Tables

THE GALLUP ORGANIZATION,INC.
G088304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.1 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY LIKELY AND 1 MEANS NOT AT ALL LIKELY, HOW LIKELY WOULD YOU BE TO USE EACH OF THE FOLLOWING SERVICES (#) IF THEY WERE AVAILABLE AT TABLE-SERVICE RESTAURANTS IN YOUR AREA ?

(#) RETAIL SALE OF BAKERY ITEMS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL LIKELY)	536	270	267	439	95	63	115	127	114	104	347	185	82	218	159	71
	32.1	34.2	30.2	30.3	42.6	28.7	29.0	29.1	30.9	44.4	30.9	34.0	37.4	35.5	26.2	31.1
2	207	99	109	183	25	36	43	56	47	24	141	67	31	70	85	21
	12.4	12.5	12.3	12.6	11.1	16.3	10.8	12.9	12.7	10.4	12.5	12.2	14.3	11.3	14.0	9.4
3	373	198	175	336	36	53	114	98	76	31	254	119	29	135	149	60
	22.3	25.1	19.8	23.2	16.0	24.0	28.6	22.4	20.5	13.2	22.6	21.8	13.1	22.0	24.7	26.2
4	196	99	97	175	21	30	53	63	32	18	144	52	18	78	68	32
	11.7	12.5	11.0	12.1	9.2	13.8	13.2	14.5	8.6	7.7	12.8	9.5	8.0	12.8	11.2	14.2
5 (VERY LIKELY)	331	108	222	286	44	34	68	91	94	44	224	107	50	103	135	42
	19.8	13.7	25.2	19.8	19.9	15.3	17.1	20.9	25.4	18.9	19.9	19.6	22.8	16.8	22.3	18.6
DON'T KNOW	30	16	14	27	3	4	5	1	7	13	14	16	10	10	9	1
	1.8	2.0	1.6	1.9	1.2	1.9	1.2	0.3	1.9	5.4	1.2	2.9	4.4	1.6	1.5	0.5
MEAN	2.7	2.6	2.9	2.8	2.5	2.7	2.8	2.9	2.8	2.4	2.8	2.7	2.6	2.6	2.9	2.8

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(*) RETAIL SALE OF BAKERY ITEMS

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	239
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																		
1 (NOT AT ALL LIKELY)	536	203	208	125	188	114	50	85	115	36	114	89	59	82	72	58	63	115
	32.1	29.5	31.6	38.5	30.3	32.4	31.0	30.2	30.8	27.4	30.2	29.6	25.4	34.7	34.7	27.5	41.5	33.9
2	207	89	86	33	71	39	15	51	39	19	51	50	29	18	32	16	11	52
	12.4	12.9	13.0	10.1	11.5	11.2	9.6	18.0	10.6	14.4	13.4	16.7	12.5	7.5	15.3	7.6	7.5	15.4
3	373	165	154	54	157	83	38	58	74	42	58	77	56	38	57	53	25	66
	22.3	24.0	23.3	16.6	25.3	23.5	23.6	20.5	19.8	32.5	15.2	25.9	24.2	16.4	27.5	25.3	16.4	19.5
4	196	98	74	24	90	42	33	13	52	14	32	29	29	36	17	33	12	40
	11.7	14.3	11.2	7.4	14.5	12.0	20.4	4.7	13.8	10.5	8.5	9.6	12.5	15.3	8.3	15.8	7.9	11.8
5 (VERY LIKELY)	331	129	123	79	111	74	25	67	93	13	116	54	54	53	28	45	36	61
	19.8	18.8	18.6	24.3	17.8	20.9	15.4	23.8	25.0	10.2	30.7	18.2	23.4	22.4	13.6	21.4	23.7	17.9
DON'T KNOW	30	4	15	10	4	-	-	8	-	6	7	-	5	9	1	5	5	5
	1.8	0.6	2.3	3.1	0.6	-	-	2.8	-	4.9	2.0	-	2.0	3.7	0.7	2.4	3.1	1.6
MEAN	2.7	2.8	2.7	2.7	2.8	2.8	2.8	2.7	2.9	2.6	3.0	2.7	3.0	2.8	2.5	3.0	2.6	2.6

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(*) RETAIL SALE OF BAKERY ITEMS

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	254	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL LIKELY)	536	150	35	115	129	82	48	169	98	71	88	32	56	172	165	199
	32.1	35.6	36.6	35.4	31.8	32.1	31.2	33.2	29.9	39.3	26.2	33.1	23.4	36.3	30.7	30.2
2	207	41	16	25	68	38	30	55	42	13	44	16	27	55	75	78
	12.4	9.8	17.3	7.6	16.6	14.9	19.6	10.8	12.9	7.1	12.9	17.0	11.3	11.5	14.0	11.8
3	373	75	15	60	86	53	33	121	92	29	90	25	65	82	131	160
	22.3	17.9	16.3	18.3	21.1	21.0	21.3	23.9	28.2	16.1	26.8	25.7	27.2	17.2	24.3	24.3
4	196	53	12	41	42	24	17	72	35	37	30	8	22	50	61	85
	11.7	12.6	12.6	12.6	10.2	9.6	11.2	14.1	10.7	20.3	8.8	8.1	9.0	10.6	11.3	12.9
5 (VERY LIKELY)	331	99	16	82	72	49	23	80	54	25	80	13	67	104	102	125
	19.8	23.5	17.2	25.3	17.7	19.5	14.8	15.7	16.6	13.9	23.9	13.8	27.9	21.9	18.8	19.0
DON'T KNOW	30	3	-	3	10	7	3	12	6	6	5	2	3	12	5	12
	1.8	0.6	-	0.8	2.5	2.8	1.9	2.3	1.8	3.3	1.5	2.3	1.2	2.5	1.0	1.9
MEAN	2.7	2.8	2.6	2.8	2.6	2.7	2.6	2.7	2.7	2.6	2.9	2.5	3.1	2.7	2.7	2.8

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(*) READY-TO-EAT TAKE-OUT MEALS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	236	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL LIKELY)	437	189	248	375	60	32	59	91	129	119	299	135	71	206	107	47
	26.1	23.9	28.1	25.9	26.8	14.6	14.9	20.7	35.0	50.8	26.6	24.7	32.3	33.5	17.7	20.5
2	211	119	92	180	31	16	47	55	54	35	155	56	29	70	80	33
	12.6	15.1	10.4	12.5	13.7	7.1	11.7	12.6	14.8	14.9	13.8	10.3	13.0	11.4	13.2	14.3
3	336	174	162	315	20	51	113	81	60	31	231	104	37	102	138	58
	20.0	22.0	18.3	21.8	9.0	23.5	28.4	18.4	16.2	13.2	20.6	19.1	17.1	16.7	22.8	25.4
4	239	130	109	204	34	43	60	90	31	15	167	72	29	84	101	25
	14.3	16.4	12.4	14.1	15.1	19.7	15.0	20.5	8.5	6.4	14.9	13.2	13.0	13.7	16.8	10.9
5 (VERY LIKELY)	424	166	258	347	77	74	114	120	86	26	258	166	45	149	163	66
	25.3	21.1	29.1	24.0	34.3	33.8	28.6	27.5	23.4	11.0	23.0	30.4	20.6	24.3	27.0	28.9
DON'T KNOW	27	11	16	24	3	3	6	1	8	9	14	13	9	2	16	-
	1.6	1.4	1.8	1.7	1.2	1.3	1.5	0.3	2.2	3.7	1.3	2.3	4.0	0.4	2.6	-
MEAN	3.0	3.0	3.0	3.0	3.2	3.5	3.3	3.2	2.7	2.1	2.9	3.1	2.8	2.8	3.2	3.1

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(#) READY-TO-EAT TAKE-OUT MEALS

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																		
1 (NOT AT ALL LIKELY)	437	157	188	92	130	88	61	82	80	28	139	68	59	69	63	40	34	103
	26.1	22.7	28.6	28.4	21.0	25.1	38.1	29.1	21.4	21.8	36.7	22.6	25.5	29.4	30.5	19.3	22.7	30.3
2	211	107	69	35	82	38	18	36	30	13	48	38	12	33	26	40	15	48
	12.6	15.5	10.5	10.8	13.3	10.7	11.4	12.8	8.1	10.3	12.8	12.7	5.0	13.9	12.4	18.8	10.0	14.2
3	336	168	112	56	148	81	26	43	74	28	60	61	57	60	29	57	23	49
	20.0	24.3	17.0	17.1	23.9	23.0	16.2	15.4	19.8	21.2	15.9	20.4	24.5	25.5	13.9	27.2	15.1	14.5
4	239	98	102	38	91	57	29	38	57	15	38	59	29	20	30	21	22	58
	14.3	14.2	15.6	11.8	14.7	16.2	18.0	13.5	15.3	11.3	10.0	19.6	12.6	8.7	14.3	10.1	14.4	17.2
5 (VERY LIKELY)	424	158	176	91	164	88	26	77	132	40	84	73	65	47	58	49	52	78
	25.3	22.9	26.7	28.0	26.5	25.0	16.3	27.2	35.4	30.6	22.2	24.4	28.2	20.0	28.2	23.5	34.6	23.0
DON'T KNOW	27	2	11	13	4	-	-	6	-	6	9	-	9	6	1	2	5	3
	1.6	0.3	1.7	4.0	0.6	-	-	2.0	-	4.9	2.4	-	4.1	2.5	0.7	1.1	3.1	0.9
MEAN	3.0	3.0	3.0	3.0	3.1	3.1	2.6	3.0	3.4	3.2	2.7	3.1	3.1	2.8	3.0	3.0	3.3	2.9

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(*) READY-TO-EAT TAKE-OUT MEALS

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673 100.0	420 100.0	95 100.0	326 100.0	407 100.0	254 100.0	153 100.0	509 100.0	327 100.0	182 100.0	337 100.0	97 100.0	241 100.0	475 100.0	539 100.0	659 100.0
SCALE																
1 (NOT AT ALL LIKELY)	437 26.1	147 35.0	24 25.3	123 37.8	82 20.2	51 20.1	31 20.4	127 24.9	66 20.2	61 33.3	81 24.0	27 28.2	54 22.4	132 27.9	140 26.0	165 25.0
2	211 12.6	44 10.5	10 10.4	34 10.5	54 13.2	31 12.2	23 14.9	63 12.3	40 12.4	22 12.2	50 14.9	10 10.6	40 16.6	57 12.0	68 12.7	85 13.0
3	336 20.0	79 18.8	24 25.5	55 16.8	98 24.1	58 23.0	40 26.0	93 18.2	68 20.7	25 13.8	66 19.5	22 22.9	44 18.1	76 16.0	124 23.0	136 20.6
4	239 14.3	60 14.3	19 20.1	41 12.5	57 14.0	34 13.5	23 14.9	81 16.0	56 17.1	26 14.0	41 12.0	16 16.3	25 10.4	74 15.7	69 12.7	96 14.6
5 (VERY LIKELY)	424 25.3	83 19.8	18 18.7	65 20.1	110 27.1	74 29.1	36 23.8	135 26.5	93 28.3	43 23.4	96 28.3	20 20.8	76 31.4	126 26.6	133 24.7	165 25.0
DON'T KNOW	27 1.6	7 1.7	- -	7 2.2	5 1.3	5 2.0	- -	10 2.0	4 1.3	5 3.3	4 1.2	1 1.3	3 1.2	9 1.9	5 1.0	12 1.9
MEAN	3.0	2.7	3.0	2.7	3.1	3.2	3.1	3.1	3.2	2.8	3.1	2.9	3.1	3.0	3.0	3.0

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G088304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.1 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY LIKELY AND 1 MEANS NOT AT ALL LIKELY, HOW LIKELY WOULD YOU BE TO USE EACH OF THE FOLLOWING SERVICES (*) IF THEY WERE AVAILABLE AT TABLE-SERVICE RESTAURANTS IN YOUR AREA ?

(*) RETAIL SALE BY THE POUND OF MENU ITEMS, SUCH AS SALADS, SOUPS, AND ENTREES

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL LIKELY)	661	290	371	575	83	65	152	167	172	97	463	196	87	233	238	101
	39.5	36.7	41.9	39.8	37.2	29.6	38.1	38.1	46.8	41.5	41.2	36.0	39.8	37.9	39.4	44.4
2	229	135	94	204	25	38	53	70	47	22	167	62	29	85	80	35
	13.7	17.1	10.6	14.1	11.3	17.1	13.4	15.9	12.7	9.2	14.9	11.3	13.1	13.8	13.3	15.2
3	317	152	165	280	37	55	93	79	41	50	201	116	33	127	119	39
	19.0	19.2	18.7	19.4	16.5	25.1	23.2	17.9	11.1	21.5	17.9	21.3	14.8	20.7	19.7	17.0
4	145	78	68	127	17	18	36	34	38	16	96	46	23	58	50	11
	8.7	9.8	7.7	8.8	7.6	8.4	9.0	7.7	10.4	6.8	8.6	8.4	10.6	9.4	8.3	4.9
5 (VERY LIKELY)	299	127	172	240	59	42	60	86	64	41	182	117	42	103	112	39
	17.9	16.1	19.5	16.6	26.2	19.2	15.0	19.7	17.5	17.5	16.2	21.6	19.3	16.8	18.5	17.1
DON'T KNOW	22	8	14	20	3	1	5	2	6	8	15	8	5	9	5	3
	1.3	1.0	1.6	1.4	1.2	0.6	1.2	0.6	1.5	3.5	1.3	1.4	2.4	1.4	0.8	1.5
MEAN	2.5	2.5	2.5	2.5	2.7	2.7	2.5	2.5	2.4	2.5	2.4	2.7	2.6	2.5	2.5	2.3

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GUB830% EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.1 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY LIKELY AND 1 MEANS NOT AT ALL LIKELY, HOW LIKELY WOULD YOU BE TO USE EACH OF THE FOLLOWING SERVICES (*) IF THEY WERE AVAILABLE AT TABLE-SERVICE RESTAURANTS IN YOUR AREA ?

(*) RETAIL SALE BY THE POUND OF MENU ITEMS, SUCH AS SALADS, SOUPS, AND ENTREES

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																		
1 (NOT AT ALL LIKELY)	661	258	281	122	230	155	56	102	151	50	169	126	80	85	75	86	74	135
	39.5	37.4	42.6	37.6	37.0	44.0	35.0	36.1	40.4	38.4	44.6	42.2	34.6	36.1	36.1	40.9	49.2	39.7
2	229	108	88	32	114	41	37	22	46	10	38	33	28	45	32	27	21	42
	13.7	15.7	13.4	9.9	18.3	11.8	23.3	7.8	12.5	7.5	9.9	10.9	12.2	19.3	15.6	12.9	13.7	12.5
3	317	139	120	58	130	61	29	52	70	35	61	49	47	49	50	39	23	61
	19.0	20.2	18.2	17.9	21.0	17.4	18.0	18.5	18.7	26.6	16.1	16.5	20.5	20.7	23.9	18.4	15.0	17.9
4	145	60	50	35	48	29	13	28	26	10	31	29	25	18	8	15	13	37
	8.7	8.7	7.6	10.8	7.7	8.4	8.2	10.0	7.1	7.8	8.3	9.6	10.9	7.8	4.1	7.1	8.4	10.9
5 (VERY LIKELY)	299	120	115	64	95	65	21	72	78	23	70	57	46	32	41	41	20	63
	17.9	17.5	17.5	19.6	15.4	18.4	13.3	25.6	21.0	17.4	18.4	18.9	19.9	13.6	19.6	19.5	13.0	18.6
DON'T KNOW	22	3	5	14	4	-	4	6	1	3	10	6	4	6	1	2	1	1
	1.3	0.5	0.8	4.3	0.6	-	2.2	2.0	0.3	2.2	2.6	1.9	1.8	2.5	0.7	1.1	0.8	0.4
MEAN	2.5	2.5	2.4	2.6	2.5	2.5	2.4	2.8	2.6	2.6	2.4	2.5	2.7	2.4	2.6	2.5	2.2	2.6

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GUB8304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.1 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY LIKELY AND 1 MEANS NOT AT ALL LIKELY, HOW LIKELY WOULD YOU BE TO USE EACH OF THE FOLLOWING SERVICES (*) IF THEY WERE AVAILABLE AT TABLE-SERVICE RESTAURANTS IN YOUR AREA ?

(*) RETAIL SALE BY THE POUND OF MENU ITEMS, SUCH AS SALADS, SOUPS, AND ENTREES

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	254	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL LIKELY)	661	169	36	133	163	97	67	192	120	73	136	40	95	198	216	246
	39.5	40.2	37.6	41.0	40.2	38.1	43.7	37.8	36.6	39.9	40.2	41.7	39.6	41.8	40.1	37.3
2	229	56	7	50	62	36	26	61	35	26	50	12	37	57	71	101
	13.7	13.3	6.9	15.2	15.3	14.1	17.3	12.0	10.7	14.3	14.7	12.9	15.4	12.0	13.1	15.4
3	317	79	28	51	82	48	35	94	65	28	62	20	42	78	106	133
	19.0	18.8	29.2	15.7	20.2	18.7	22.8	18.5	20.0	15.6	18.4	21.0	17.3	16.4	19.7	20.2
4	145	29	7	22	37	30	7	51	36	15	28	8	20	44	50	51
	8.7	7.0	7.6	6.9	9.0	11.8	4.5	10.1	11.1	8.4	8.2	8.3	8.1	9.3	9.3	7.7
5 (VERY LIKELY)	299	86	17	69	54	39	15	99	66	34	60	13	47	90	92	117
	17.9	20.4	17.5	21.2	13.2	15.3	9.8	19.5	20.1	18.4	17.9	13.7	19.5	18.9	17.1	17.8
DON'T KNOW	22	1	1	-	8	5	3	11	5	6	2	2	-	8	4	10
	1.3	0.3	1.4	-	2.0	2.0	1.9	2.1	1.4	3.3	0.7	2.3	-	1.7	0.8	1.6
MEAN	2.5	2.5	2.6	2.5	2.4	2.5	2.2	2.6	2.7	2.5	2.5	2.4	2.5	2.5	2.5	2.5

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SEPTEMBER, 1988

Q.1 ON A SCALE OF 1 TO 5, WHERE 5 MEANS VERY LIKELY AND 1 MEANS NOT AT ALL LIKELY, HOW LIKELY WOULD YOU BE TO USE EACH OF THE FOLLOWING SERVICES (#) IF THEY WERE AVAILABLE AT TABLE-SERVICE RESTAURANTS IN YOUR AREA ?

(#) HOME DELIVERY OF MENU ITEMS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL LIKELY)	742	318	424	660	80	61	130	173	203	161	507	232	130	301	226	78
	44.4	40.3	48.0	45.6	35.7	28.0	32.6	39.6	55.2	68.9	45.0	42.5	59.3	49.0	37.4	34.3
2	185	100	84	153	31	13	53	48	49	20	131	53	21	63	74	27
	11.0	12.7	9.5	10.6	14.0	5.9	13.4	10.9	13.4	8.5	11.7	9.8	9.6	10.2	12.2	11.9
3	220	119	101	189	31	27	57	80	44	11	155	66	22	65	88	46
	13.2	15.1	11.5	13.1	14.0	12.3	14.4	18.2	11.9	4.7	13.8	12.1	10.0	10.5	14.5	20.2
4	199	109	90	165	33	68	42	47	23	19	113	86	20	84	79	17
	11.9	13.9	10.2	11.4	14.6	30.9	10.6	10.8	6.2	8.1	10.1	15.8	9.0	13.7	13.0	7.3
5 (VERY LIKELY)	300	122	178	254	46	50	105	85	41	18	202	98	22	93	127	58
	17.9	15.5	20.1	17.5	20.7	22.9	26.3	19.4	11.3	7.9	17.9	18.0	10.1	15.1	21.0	25.2
DON'T KNOW	27	20	6	25	2	-	10	5	7	4	17	10	4	8	11	3
	1.6	2.6	0.7	1.7	1.0	-	2.5	1.1	2.0	1.8	1.5	1.8	2.0	1.4	1.9	1.1
MEAN	2.5	2.5	2.4	2.4	2.7	3.1	2.8	2.6	2.0	1.8	2.4	2.6	2.0	2.3	2.7	2.8

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(*) HOME DELIVERY OF MENU ITEMS

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																		
1 (NOT AT ALL LIKELY)	742	272	336	134	226	167	90	117	145	53	224	112	94	125	100	81	70	162
	44.4	39.4	51.0	41.3	36.5	47.3	56.5	41.6	38.9	41.0	59.3	37.5	40.5	53.1	48.1	38.3	46.0	47.7
2	185	84	59	41	81	32	10	46	37	11	37	30	21	32	18	25	21	37
	11.0	12.2	8.9	12.7	13.0	9.1	6.0	16.3	9.8	8.1	9.8	10.2	9.0	13.7	8.6	12.0	14.2	10.9
3	220	118	78	24	103	45	25	24	53	24	24	46	39	19	12	48	20	37
	13.2	17.2	11.8	7.5	16.6	12.7	15.9	8.5	14.2	18.5	6.5	15.3	16.9	7.9	5.7	22.9	13.1	11.0
4	199	93	56	50	84	34	17	38	42	14	34	43	26	25	24	24	12	46
	11.9	13.5	8.6	15.3	13.6	9.6	10.4	13.5	11.4	10.6	8.9	14.3	11.2	10.6	11.5	11.6	7.8	13.6
5 (VERY LIKELY)	300	117	123	59	122	71	15	48	95	28	53	57	50	35	50	30	23	55
	17.9	17.0	18.7	18.2	19.7	20.3	9.6	17.0	25.4	21.8	14.0	19.2	21.5	14.7	24.4	14.1	15.2	16.3
DON'T KNOW	27	4	6	16	4	4	2	9	1	-	5	11	2	-	4	2	6	2
	1.6	0.6	1.0	4.9	0.6	1.1	1.5	3.2	0.3	-	1.4	3.6	1.0	-	1.8	1.1	3.7	0.6
MEAN	2.5	2.6	2.3	2.5	2.7	2.5	2.1	2.5	2.7	2.6	2.1	2.7	2.6	2.2	2.5	2.5	2.3	2.4

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(#) HOME DELIVERY OF MENU ITEMS

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	254	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCALE																
1 (NOT AT ALL LIKELY)	742	200	44	157	170	107	64	227	130	97	145	43	102	212	230	300
	44.4	47.7	46.2	48.1	41.8	41.9	41.7	44.6	39.9	53.1	42.9	44.4	42.3	44.7	42.7	45.5
2	185	47	17	30	63	47	16	37	23	14	37	10	26	44	74	67
	11.0	11.3	18.4	9.2	15.6	18.6	10.6	7.3	7.0	7.9	10.8	10.7	10.9	9.2	13.7	10.2
3	220	52	10	41	58	27	31	65	45	20	46	6	40	53	69	98
	13.2	12.3	11.1	12.7	14.3	10.8	20.0	12.7	13.7	10.8	13.7	6.1	16.7	11.3	12.7	14.9
4	199	47	11	36	40	21	19	77	59	18	35	12	23	74	57	69
	11.9	11.1	11.1	11.1	9.9	8.4	12.4	15.2	18.0	10.1	10.5	12.3	9.7	15.5	10.6	10.4
5 (VERY LIKELY)	300	72	11	62	64	46	19	95	65	31	68	23	44	86	102	111
	17.9	17.2	11.5	18.9	15.8	17.9	12.3	18.8	19.8	16.9	20.1	24.2	18.4	18.2	19.0	16.8
DON'T KNOW	27	2	2	-	11	6	5	8	6	2	7	2	5	6	7	14
	1.6	0.4	1.7	-	2.6	2.4	3.0	1.5	1.7	1.2	2.0	2.3	1.9	1.2	1.3	2.1
MEAN	2.5	2.4	2.2	2.4	2.4	2.4	2.4	2.6	2.7	2.3	2.5	2.6	2.5	2.5	2.5	2.4

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 35-1
Q12.2A HAVE RETAIL SALES OF BAKERY ITEMS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	39	41	17	32	87	18	27	29	36	56	31	27	20	55
	36.1	30.1	18.7	29.1	29.9	25.0	30.3	29.0	26.1	33.7	27.9	27.6	23.5	34.2
NO	69	95	74	78	204	54	62	71	102	110	80	71	65	106
	63.9	69.9	81.3	70.9	70.1	75.0	69.7	71.0	73.9	66.3	72.1	72.4	76.5	65.8
SIGMA	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 52-1
Q12.2B PLAN TO OFFER RETAIL SALES OF BAKERY ITEMS IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	69	95	74	78	204	54	62	71	102	110	80	71	65	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	6	7	2	5	19	1	0	4	8	7	4	5	3	8
	8.7	7.4	2.7	6.4	9.3	1.9		5.6	7.8	6.4	5.0	7.0	4.6	7.5
NO	63	85	71	73	182	53	60	67	92	102	75	66	60	96
	91.3	89.5	95.9	93.6	89.2	98.1	96.8	94.4	90.2	92.7	93.8	93.0	92.3	90.6
NOT STATED	0	3	1	0	3	0	2	0	2	1	1	0	2	2
		3.2	1.4		1.5		3.2		2.0	.9	1.3		3.1	1.9
SIGMA	69	95	74	78	204	54	62	71	102	110	80	71	65	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 37-1
Q12.4A HAVE OFF-PREMISE CATERING?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	41 38.0	69 50.7	48 52.7	45 40.9	125 43.0	31 43.1	49 55.1	41 41.0	69 50.0	74 44.6	54 48.6	50 51.0	29 34.1	74 46.0
NO	67 62.0	67 49.3	43 47.3	65 59.1	166 57.0	41 56.9	40 44.9	59 59.0	69 50.0	92 55.4	57 51.4	48 49.0	56 65.9	87 54.0
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 54-1
Q12.4B PLAN TO OFFER OFF-PREMISE CATERING IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	67 100.0	67 100.0	43 100.0	65 100.0	166 100.0	41 100.0	40 100.0	59 100.0	69 100.0	92 100.0	57 100.0	48 100.0	56 100.0	87 100.0
YES	1 1.5	7 10.4	4 9.3	3 4.6	11 6.6	3 7.3	1 2.5	3 5.1	7 10.1	3 3.3	3 5.3	1 2.1	5 8.9	6 6.9
NO	65 97.0	58 86.6	38 88.4	62 95.4	153 92.2	37 90.2	38 95.0	56 94.9	61 88.4	86 93.5	53 93.0	47 97.9	48 85.7	81 93.1
NOT STATED	1 1.5	2 3.0	1 2.3	0	2 1.2	1 2.4	1 2.5	0	1 1.4	3 3.3	1 1.8	0	3 5.4	0
SIGMA	67 100.0	67 100.0	43 100.0	65 100.0	166 100.0	41 100.0	40 100.0	59 100.0	69 100.0	92 100.0	57 100.0	48 100.0	56 100.0	87 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 38-1
Q12.5A HAVE READY-TO-EAT TAKE-OUT MEALS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	95	111	51	42	201	43	61	84	94	98	72	62	56	116
	88.0	81.6	56.0	38.2	69.1	59.7	68.5	84.0	68.1	59.0	64.9	63.3	65.9	72.0
NO	13	25	40	68	90	29	28	16	44	68	39	36	29	45
	12.0	18.4	44.0	61.8	30.9	40.3	31.5	16.0	31.9	41.0	35.1	36.7	34.1	28.0
SIGMA	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 55-1
Q12.5 PLAN TO OFFER READY-TO-EAT TAKE-OUT MEALS IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	13	25	40	68	90	29	28	16	44	68	39	36	29	45
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	2	4	2	2	6	3	1	1	3	4	4	2	1	3
	15.4	16.0	5.0	2.9	6.7	10.3	3.6	6.3	6.8	5.9	10.3	5.6	3.4	6.7
NO	10	18	38	66	80	26	27	14	40	62	33	34	27	41
	76.9	72.0	95.0	97.1	88.9	89.7	96.4	87.5	90.9	91.2	84.6	94.4	93.1	91.1
NOT STATED	1	3	0	0	4	0	0	1	1	2	2	0	1	1
	7.7	12.0			4.4			6.3	2.3	2.9	5.1		3.4	2.2
SIGMA	13	25	40	68	90	29	28	16	44	68	39	36	29	45
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 39-1
Q12.6A HAVE RETAIL SALE OF ITEMS BY LB?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	32	45	17	20	77	18	22	24	37	45	21	25	31	40
	29.6	33.1	18.7	18.2	26.5	25.0	24.7	24.0	26.8	27.1	18.9	25.5	36.5	24.8
NO	76	91	74	90	214	54	67	76	101	121	90	73	54	121
	70.4	66.9	81.3	81.8	73.5	75.0	75.3	76.0	73.2	72.9	81.1	74.5	63.5	75.2
SIGMA	108	136	91	110	291	72	89	100	138	166	111	98	85	161
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 56-1
Q12.6B PLAN TO OFFER RETAIL SALE OF ITEMS BY LB?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	76	91	74	90	214	54	67	76	101	121	90	73	54	121
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3	6	2	2	10	0	3	4	5	4	3	3	3	4
	3.9	6.6	2.7	2.2	4.7		4.5	5.3	5.0	3.3	3.3	4.1	5.6	3.3
NO	73	80	71	88	200	53	63	71	94	115	85	69	50	115
	96.1	87.9	95.9	97.8	93.5	98.1	94.0	93.4	93.1	95.0	94.4	94.5	92.6	95.0
NOT STATED	0	5	1	0	4	1	1	1	2	2	2	1	1	2
		5.5	1.4		1.9	1.9	1.5	1.3	2.0	1.7	2.2	1.4	1.9	1.7
SIGMA	76	91	74	90	214	54	67	76	101	121	90	73	54	121
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 43-1
Q12.10A HAVE DELIVERY OF MENU ITEMS TO CUSTOMERS?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	31 28.7	38 27.9	33 36.3	33 30.0	81 27.8	22 30.6	36 40.4	24 24.0	43 31.2	53 31.9	42 37.8	28 28.6	26 30.6	45 28.0
NO	77 71.3	98 72.1	58 63.7	77 70.0	210 72.2	50 69.4	53 59.6	76 76.0	95 68.8	113 68.1	69 62.2	70 71.4	59 69.4	116 72.0
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 60-1
Q12.10B PLAN DELIVERY OF MENU ITEMS TO CUSTOMERS IN 88 OR 89?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	77 100.0	98 100.0	58 100.0	77 100.0	210 100.0	50 100.0	53 100.0	76 100.0	95 100.0	113 100.0	69 100.0	70 100.0	59 100.0	116 100.0
YES	4 5.2	7 7.1	5 8.6	3 3.9	11 5.2	4 8.0	5 9.4	3 3.9	9 9.5	8 7.1	5 7.2	6 8.6	3 5.1	6 5.2
NO	70 90.9	89 90.8	53 91.4	74 96.1	196 93.3	45 90.0	47 88.7	70 92.1	85 89.5	104 92.0	62 89.9	64 91.4	55 93.2	108 93.1
NOT STATED	3 3.9	2 2.0	0	0	3 1.4	1 2.0	1 1.9	3 3.9	1 1.1	1 .9	2 2.9	0	1 1.7	2 1.7
SIGMA	77 100.0	98 100.0	58 100.0	77 100.0	210 100.0	50 100.0	53 100.0	76 100.0	95 100.0	113 100.0	69 100.0	70 100.0	59 100.0	116 100.0

Remodeling

Most consumers have a wide variety of choices available to them when it comes to selecting a tableservice restaurant. They can be selective when it comes to surroundings, choosing the environment that pleases them. Restaurateurs can ill afford to lose their competitive edge by allowing the dining room to become shabby. Furthermore updating the kitchen and dining area may be a labor saving strategy as well.

While approximately one third of the survey respondents reported no remodeling efforts in 1988 or 1989, one third are remodeling their kitchen and about four in ten are remodeling their dining room. Especially among restaurants where the average per person dinner check is $8.00+ remodeling is more likely to occur in the dining room than it is in the kitchen which may be indicative of the competitive pressure these restaurants feel.

Remodeling* Restaurants 1988-89

by dinner check size per person

	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00
Kitchen	37%	32%	25%	34%
Dining	37	46	48	46
No remodeling	35	31	34	31

* actual and planned

Source: National Restaurant Association Tableservice Operator Survey

Detailed Tables

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 68-1
Q13.1A PLAN TO REMODEL DINING AREA DURING 1988?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	30 27.8	47 34.6	39 42.9	41 37.3	90 30.9	29 40.3	40 44.9	19 19.0	61 44.2	62 37.3	40 36.0	39 39.8	36 42.4	46 28.6
NO	78 72.2	89 65.4	52 57.1	69 62.7	201 69.1	43 59.7	49 55.1	81 81.0	77 55.8	104 62.7	71 64.0	59 60.2	49 57.6	115 71.4
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 70-1
Q13.1B PLAN TO REMODEL DINING AREA DURING 1989?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	78 100.0	89 100.0	52 100.0	69 100.0	201 100.0	43 100.0	49 100.0	81 100.0	77 100.0	104 100.0	71 100.0	59 100.0	49 100.0	115 100.0
YES	10 12.8	16 18.0	5 9.6	9 13.0	27 13.4	4 9.3	8 16.3	9 11.1	7 9.1	19 18.3	12 16.9	8 13.6	6 12.2	14 12.2
NO	68 87.2	73 82.0	47 90.4	60 87.0	174 86.6	39 90.7	41 83.7	72 88.9	70 90.9	85 81.7	59 83.1	51 86.4	43 87.8	101 87.8
SIGMA	78 100.0	89 100.0	52 100.0	69 100.0	201 100.0	43 100.0	49 100.0	81 100.0	77 100.0	104 100.0	71 100.0	59 100.0	49 100.0	115 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 69-1
Q13.2A PLAN TO REMODEL KITCHEN AREA DURING 1988?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0
YES	30 27.8	28 20.6	11 12.1	26 23.6	66 22.7	15 20.8	14 15.7	23 23.0	27 19.6	39 23.5	25 22.5	17 17.3	15 17.6	39 24.2
NO	48 44.4	60 44.1	40 44.0	41 37.3	131 45.0	27 37.5	35 39.3	57 57.0	48 34.8	64 38.6	46 41.4	40 40.8	33 38.8	74 46.0
NOT STATED	30 27.8	48 35.3	40 44.0	43 39.1	94 32.3	30 41.7	40 44.9	20 20.0	63 45.7	63 38.0	40 36.0	41 41.8	37 43.5	48 29.8
SIGMA	108 100.0	136 100.0	91 100.0	110 100.0	291 100.0	72 100.0	89 100.0	100 100.0	138 100.0	166 100.0	111 100.0	98 100.0	85 100.0	161 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY
Table 71-1
Q13.2B PLAN TO REMODEL KITCHEN AREA DURING 1989?

	CHECK SIZE				NUMBER OF ESTABLISHMENTS			SALES VOLUME			MENU THEME			
	<$8.00	$8.00-$14.99	$15.00-$24.99	$25.00+	ONE	TWO	THREE+	UNDER $500,000	$500,000-$999,999	$1,000,000+	AMERICAN	INTER-NATIONAL	MEAT/SEAFOOD	OTHER
TOTAL	48 100.0	60 100.0	40 100.0	41 100.0	131 100.0	27 100.0	35 100.0	57 100.0	48 100.0	64 100.0	46 100.0	40 100.0	33 100.0	74 100.0
YES	4 8.3	7 11.7	5 12.5	4 9.8	15 11.5	2 7.4	3 8.6	8 14.0	3 6.3	7 10.9	5 10.9	2 5.0	5 15.2	8 10.8
NO	38 79.2	42 70.0	31 77.5	34 82.9	99 75.6	23 85.2	26 74.3	41 71.9	41 85.4	47 73.4	33 71.7	33 82.5	24 72.7	58 78.4
NOT STATED	6 12.5	11 18.3	4 10.0	3 7.3	17 13.0	2 7.4	6 17.1	8 14.0	4 8.3	10 15.6	8 17.4	5 12.5	4 12.1	8 10.8
SIGMA	48 100.0	60 100.0	40 100.0	41 100.0	131 100.0	27 100.0	35 100.0	57 100.0	48 100.0	64 100.0	46 100.0	40 100.0	33 100.0	74 100.0

Tableservice Customers

Despite the prominence of fast food places most adults report that they usually patronize a tableservice restaurant at least once a week. In fact seven percent say they do so almost every day and an additional 29 percent do so 2-3 times a week.

Just 12 percent of adults eat at a tableservice restaurant less often than once a month.

Those who are most likely to patronize a tableservice restaurant more than twice a week include

men	-	41 percent
18-24 year olds	-	41 percent
50-64 year olds	-	40 percent
members of two person households	-	41 percent
college graduates	-	42 percent
household income > $30,000	-	41 percent
southerners	-	42 percent
central city residents	-	41 percent

Frequency of Eating Out at a Tableservice Restaurant

	Percent of Adults	
Almost everyday	7%	
2-3 times a week	29	56
Once a week	20	
2-3 times a month	20	32
Once a month	12	
Less often	11	
Never (volunteered)	1	

Source: National Restaurant Association Gallup Survey

Detailed Tables

THE GALLUP ORGANIZATION, INC.
GUB8304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.4 HOW OFTEN DO YOU USUALLY EAT OUT AT A TABLE-SERVICE RESTAURANT ?

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
UNWEIGHTED BASE	1005	494	511	888	115	100	253	302	219	122	690	313	133	358	374	137
WEIGHTED BASE	1673	789	884	1446	224	219	398	438	368	234	1125	545	220	614	605	228
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT AT TABLE SERVICE RESTAURANT																
ALMOST EVERY DAY	111	66	45	104	7	8	31	30	27	13	73	37	19	57	26	9
	6.6	8.3	5.1	7.2	3.1	3.6	7.8	7.0	7.4	5.6	6.5	6.9	8.7	9.2	4.3	3.8
2 - 3 TIMES A WEEK	486	256	230	422	63	82	114	117	118	50	320	166	52	193	182	56
	29.0	32.5	26.0	29.2	28.1	37.4	28.5	26.7	32.1	21.1	28.4	30.5	23.6	31.5	30.1	24.5
ONCE A WEEK	327	156	171	289	39	56	66	106	54	38	215	109	48	128	112	36
	19.6	19.8	19.4	20.0	17.3	25.6	16.5	24.2	14.8	16.2	19.1	20.0	21.8	20.9	18.6	15.8
2 - 3 TIMES A MONTH	343	167	176	294	49	44	76	98	80	44	230	113	49	117	122	54
	20.5	21.2	19.9	20.3	22.1	20.1	19.0	22.4	21.8	18.8	20.4	20.7	22.5	19.1	20.2	23.6
ONCE A MONTH	205	67	138	169	36	19	55	56	35	40	130	74	29	58	81	35
	12.2	8.5	15.6	11.7	16.0	8.5	13.8	12.8	9.4	17.3	11.6	13.6	13.3	9.4	13.5	15.5
LESS OFTEN	184	71	113	157	27	9	46	30	54	45	150	33	18	60	72	34
	11.0	9.0	12.8	10.9	12.0	4.1	11.5	6.9	14.6	19.2	13.4	6.1	8.3	9.7	12.0	14.8
NEVER (VOL)	16	6	10	10	3	-	12	-	-	4	6	10	4	1	6	4
	0.9	0.8	1.1	0.7	1.4	-	2.9	-	-	1.7	0.5	1.8	1.9	0.2	1.0	2.0
DON'T KNOW	2	-	2	2	-	2	-	-	-	-	-	2	-	-	2	-
	0.1	-	0.2	0.1	-	0.9	-	-	-	-	-	0.4	-	-	0.3	-

THE GALLUP ORGANIZATION,INC.
GU88304 EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.4 HOW OFTEN DO YOU USUALLY EAT OUT AT A TABLE-SERVICE RESTAURANT ?

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			DAY OF WEEK ASKED ABOUT						
												WEEKDAY					WEEKEND	
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$30K+	$20K-$29.9K	$15K-$19.9K	<$15K	FULL TIME	PART TIME	NOT EMP-LOYED	MON-DAY	TUES-DAY	WEDN-ESDAY	THURS-DAY	FRI-DAY	SATUR-DAY	SUN-DAY
UNWEIGHTED BASE	1005	512	386	107	432	214	80	133	224	75	210	197	146	147	96	110	50	259
WEIGHTED BASE	1673	689	659	325	620	352	160	282	373	130	378	299	231	235	207	210	151	339
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT AT TABLE SERVICE RESTAURANT																		
ALMOST EVERY DAY	111	55	39	17	46	21	19	12	36	1	7	11	9	15	17	23	16	20
	6.6	8.0	5.9	5.2	7.5	5.9	11.6	4.2	9.8	0.8	2.0	3.5	4.0	6.4	8.3	10.7	10.4	6.0
2 - 3 TIMES A WEEK	486	236	164	86	211	103	31	57	105	33	90	88	71	63	64	57	43	99
	29.0	34.2	24.9	26.4	33.9	29.1	19.7	20.2	28.2	25.3	23.8	29.5	30.8	26.8	31.0	27.3	28.6	29.2
ONCE A WEEK	327	150	131	46	151	50	16	55	83	20	68	69	42	54	28	40	23	71
	19.6	21.8	19.9	14.1	24.4	14.3	10.1	19.4	22.2	15.4	18.1	23.1	18.3	23.1	13.7	18.9	15.0	20.9
2 - 3 TIMES A MONTH	343	132	143	68	128	75	39	64	65	31	80	50	55	45	54	47	16	76
	20.5	19.1	21.7	20.9	20.7	21.2	24.2	22.9	17.4	24.0	21.1	16.8	23.9	19.0	25.9	22.2	10.7	22.5
ONCE A MONTH	205	75	88	42	49	46	21	51	48	22	68	36	24	25	26	24	28	41
	12.2	10.9	13.3	12.9	7.9	13.0	13.2	18.3	12.8	17.2	17.9	12.1	10.3	10.7	12.6	11.6	18.5	12.2
LESS OFTEN	184	39	87	58	34	53	34	39	34	23	55	43	28	29	14	20	21	29
	11.0	5.7	13.2	17.8	5.4	15.2	21.1	13.8	9.1	17.4	14.6	14.4	12.2	12.3	6.6	9.4	13.8	8.6
NEVER (VOL)	16	-	7	9	1	4	-	2	-	-	10	2	1	4	4	-	5	-
	0.9	-	1.1	2.6	0.2	1.3	-	0.6	-	-	2.6	0.6	0.5	1.9	1.9	-	3.0	-
DON'T KNOW	2	2	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	2
	0.1	0.3	-	-	-	-	-	0.7	0.5	-	-	-	-	-	-	-	-	0.6

THE GALLUP ORGANIZATION,INC.
GUB830% EATING AWAY: SPECIAL SERIES ON TABLE-SERVICE RESTAURANTS
SEPTEMBER, 1988

Q.4 HOW OFTEN DO YOU USUALLY EAT OUT AT A TABLE-SERVICE RESTAURANT ?

		REGION												CITY SIZE		
		EAST			MIDWEST			SOUTH			WEST					
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC	CEN-TRAL CITY	SUBURB	RURAL
UNWEIGHTED BASE	1005	252	65	187	264	162	102	298	196	102	191	57	134	275	337	393
WEIGHTED BASE	1673	420	95	326	407	256	153	509	327	182	337	97	241	475	539	659
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT AT TABLE SERVICE RESTAURANT																
ALMOST EVERY DAY	111	19	1	18	29	18	11	40	16	24	22	8	14	30	32	49
	6.6	4.6	1.1	5.6	7.2	7.2	7.0	7.8	4.8	13.4	6.6	8.2	6.0	6.3	5.9	7.4
2 - 3 TIMES A WEEK	486	114	26	89	93	67	26	172	121	51	107	25	82	162	157	167
	29.0	27.2	27.1	27.2	22.9	26.4	17.1	33.8	36.9	28.2	31.6	25.4	34.1	34.2	29.0	25.3
ONCE A WEEK	327	78	21	57	80	52	28	111	78	32	59	16	43	75	120	132
	19.6	18.5	21.7	17.6	19.7	20.3	18.7	21.8	24.0	17.8	17.4	16.5	17.8	15.9	22.2	20.1
2 - 3 TIMES A MONTH	343	88	24	65	92	53	39	97	57	40	65	21	44	100	114	129
	20.5	21.0	25.0	19.8	22.7	21.0	25.6	19.1	17.4	22.2	19.3	21.6	18.4	21.0	21.2	19.5
ONCE A MONTH	205	60	11	50	55	29	26	48	37	11	41	17	24	52	60	93
	12.2	14.3	11.1	15.3	13.6	11.5	17.0	9.4	11.3	6.0	12.2	17.7	10.1	10.9	11.2	14.1
LESS OFTEN	184	54	13	41	55	32	22	36	15	21	39	10	28	46	49	89
	11.0	12.9	14.0	12.6	13.5	12.8	14.6	7.1	4.6	11.6	11.5	10.7	11.8	9.7	9.0	13.5
NEVER (VOL)	16	6	-	6	-	-	-	5	4	1	5	-	5	10	6	-
	0.9	1.5	-	1.9	-	-	-	1.0	1.1	0.8	1.3	-	1.9	2.1	1.1	-
DON'T KNOW	2	-	-	-	2	2	-	-	-	-	-	-	-	-	2	-
	0.1	-	-	-	0.5	0.8	-	-	-	-	-	-	-	-	0.4	-

Appendix

ASK EVERYONE: **GO 88304**

1. On a scale of 1 to 5, where five means very likely and one means not at all likely, please tell me how likely you would be to use each of the following services if they were available at table-service restaurants in your area. **(READ EACH BELOW STARTING AT X.)**

	Not At All Likely				Very Likely	DK
a. Retail sale of bakery items	1	2	3	4	5	y
b. Ready-to-eat take-out meals	1	2	3	4	5	y
c. Retail sale by the pound of menu items, such as salads, soups, and entrees	1	2	3	4	5	y
d. Home delivery of menu items	1	2	3	4	5	y

2. On a scale of 1 to 5, where five means very interested and one means not at all interested, please tell me how interested you would be in having table-service restaurants in your area offer the following features. **(READ EACH BELOW STARTING AT X.)**

	Not At All Inter-ested				Very Inter-ested	DK
a. Baking done on the premises	1	2	3	4	5	y
b. Display cooking, where you can see your meal prepared	1	2	3	4	5	y
c. Live entertainment or music	1	2	3	4	5	y
d. Having desserts on display	1	2	3	4	5	y
e. Self-service salad or food bar	1	2	3	4	5	y
f. Seasonal menu features	1	2	3	4	5	y
g. Separate sections for smokers and non-smokers	1	2	3	4	5	y
h. A children's menu	1	2	3	4	5	y
i. Daily menu changes	1	2	3	4	5	y
j. Menu items for nutrition-conscious customers	1	2	3	4	5	y

3. I am going to read you some practices that certain table-service restaurants have adopted. Please tell me whether your opinion of these practices is positive, negative, or neutral. (READ EACH BELOW STARTING AT X.)

	Positive	Negative	Neutral	DK
a. Dress code for patrons	1	2	3	y
b. Being served by a waitress rather than a waiter at a fancy restaurants	1	2	3	y
c. Being charged a fee if you fail to show up for a reservation and do not call ahead to cancel	1	2	3	y
d. A service charge added to the bill rather than leaving a tip	1	2	3	y

4. How often do you usually eat out at a table-service restaurant?

1[ ]Almost every day?

2[ ]2-3 times a week?

3[ ]About once a week?

4[ ]2-3 times a month?

5[ ]About once a month? or **ASK Q. 5**

6[ ]Less often?

0[ ]Never (VOLUNTEERED)
GO TO NEXT SERIES

y[ ]Don't know

5. And when you eat out at a table-service restaurant, how often do you usually make a reservation? Would you say that you almost always, frequently, sometimes, rarely, or never make a reservation before eating at a table-service restaurant?

1[ ]Almost always

2[ ]Frequently

3[ ]Sometimes

4[ ]Rarely

5[ ]Never

y[ ]Don't know

Sample Demographics

Check Size	Number of Respondents	Percent
>$8.00	108	24%
$8.00 - $14.99	136	30
$15.00 - $24.99	91	20
$25.00	110	24
No Answer	10	2

Number of Establishments	Number of Respondents	Percent
One	291	64%
Two	72	16
Three +	89	19
No Answer	3	1

Sales Volumes	Number of Respondents	Percent
>$500,000	100	22%
$500,000 - $999,999	138	30
$1,000,000 +	166	36
No Answer	51	11

Menu Theme	Number of Respondents	Percent
American	111	24%
International	98	22
Meat/Seafood	85	19
Other	161	35

Sample Demographics

Check Size

(percent)

	Total	Number of Establishments			Sales Volume		
		One	Two	Three	<$500,000	$500,000–$999,999	$1,000,000
<$8.00	24%	26%	18%	21%	46%	21%	16%
$8.00–$14.99	30	31	35	24	31	33	27
$15.00–$24.99	20	21	21	18	13	22	22
$25.00 +	24	20	23	35	6	22	34
No Answer	2	2	3	2	4	2	1
	100%	100%	100%	100%	100%	100%	100%

Menu Theme

	American	International	Meat/Seafood	Other
<$8.00	26%	14%	12%	34%
$8.00–$14.99	26	24	40	31
$15.00–$24.99	21	17	28	17
$25.00 +	26	42	20	14
No Answer	1	3	--	4
	100%	100%	100%	100%

NATIONAL RESTAURANT ASSOCIATION

CLASSIFICATION DATA

NAME OF MEMBER/RESPONDENT: _____

RESTAURANT NAME: _____

STATE: _____

TELEPHONE NUMBER: _____

Member Sample	1
Non-Member Sample	2

INTRODUCTION

Hello, is this **(NAME OF RESPONDENT)**? My name is **(NAME OF INTERVIEWER)** and I am calling on behalf of the National Restaurant Association. I'm from Westat, a nationwide survey firm located in Rockville, Maryland.

As you were told in a recent letter from Jim Peterson, we are calling on behalf of the National Restaurant Association to conduct a survey of member attitudes and opinions. Your name has been randomly selected from the membership roster as part of a national sample of current members we are calling for this important study.

All of the information you give in response to this survey examines key industry issues which affect many Association members. Your answers will be used only for statistical tabulation purposes – in combination with answers of all other respondents so your answers are confidential in nature.

Is this a good time for me to complete this interview . . . or should I call back later at a more convenient time, during the working day or evening?

Good time to complete interview 1

Call back:

Date: _____ Day: _____ Time: _____ am / pm

RECORD: STATE CODE

1. Does your restaurant offer any of the following items to its customers? (READ ITEMS)

	YES	NO	DON'T KNOW
Salt substitutes	1	2	9
Sugar substitutes	1	2	9
Diet beverages	1	2	9
Caffeine-free beverages	1	2	9
Margarine	1	2	9
Low-fat or skim milk	1	2	9
Reduced-calorie salad dressing	1	2	9
Whole grain bread, rolls or crackers	1	2	9
Fresh fruit for dessert	1	2	9

2. Will your restaurant alter preparation methods if requested by customers?

Yes	1	
No	2	(SKIP TO Q.4)
Don't know	9	(SKIP TO Q.4)

3. For instance, will your restaurant . . . (READ ITEMS)

	YES	NO	DON'T KNOW
Cook without salt?	1	2	9
Serve sauce on the side?	1	2	9
Serve salad dressing on the side?	1	2	9
Prepare foods in vegetable oil or margarine rather than butter, shortening or lard?	1	2	9
Broil or bake foods rather than fry?	1	2	9
Skin chicken before preparing?	1	2	9

4. Does your restaurant feature or promote any menu items because of their specific health or unique nutritional benefits?

Yes	1
No	2
Don't know	9

5. Does your restaurant accept reservations for . . . (READ ITEMS)

	YES	NO	DON'T KNOW
Lunch?	1	2	9
Dinner?	1	2	9

IF "NO" OR "DON'T KNOW" FOR BOTH – GO TO Q.10

6. How far in advance are reservations accepted . . . for lunch? for dinner?

	LUNCH	DINNER
Same day	1	1
Next day	2	2
Up to one week	3	3
Up to two weeks	4	4
Up to one month	5	5
Longer than one month	6	6
Other (SPECIFY) _____	7	7
Don't know	9	9

7. How frequently do customers, would you say, make a reservation in your restaurant and then now show up? To give your response, please use a 5-point scale. Use a "1" or other LOW number if you experience very few such no shows and use a "5" or other HIGH number if customers with reservations are frequent no shows. Now, using a "1" to "5" scale, how would you rate the frequency of reservation "no shows" in your restaurant in 1987? How about 1988, using this same "1" to "5" scale, how would rate the frequency of reservation "no shows" in 1988?

	INFREQUENT			FREQUENT		DON'T KNOW
1987	1	2	3	4	5	9
1988	1	2	3	4	5	9

8. When a reservation is taken, is it your restaurant's normal policy to . . . (READ ITEMS)

	YES	NO	DON'T KNOW
Take customer's telephone number?	1	2	9
Take customer's credit card number?	1	2	9
Call patron to confirm reservation?	1	2	9
Accept reservation from a member of the dining party rather than a secretary or someone else?	1	2	9
Ask customer to call and reconfirm?	1	2	9

9. How do you deal with the problem of reservation "no shows" in your restaurant? (PROBE AS REQUIRED)

_____

_____

_____

10. Is a service charge system applied to . . . (READ ITEMS)

	YES	NO	DON'T KNOW
Banquets/catered functions?	1	2	9
Large groups in dining room?	1	2	9
All customer transactions?	1	2	9

11. What is the likelihood that you will institute a service charge for all customer transactions in 1988 or some time in 1989? To give your response, us a "1" to "5" scale – where a "1" or other LOW number means that there is a great likelihood that you will institute a service charge for all customer transactions in 1988 or some time in 1989. Conversely, a "5" or other HIGH number means that you are unlikely to take such action.

VERY LIKELY				VERY UNLIKELY
1	2	3	4	5

12. A. Which of the following activities are performed at your restaurant? (READ ITEMS/RECORD IN COLUMN A)

B. Do you plan to offer (READ ITEM IF "NO") in either 1988 or 1989? (RECORD IN COLUMN B)

	A Performed Now		B Plan To Do	
	YES	NO	YES	NO
On-premise baking?	1	2	1	2
Retail sales of bakery items?	1	2	1	2
On-premise catering?	1	2	1	2
Off-premise catering?	1	2	1	2
Ready-to-eat take-out meals?	1	2	1	2
Retail sale of items by the pound?	1	2	1	2
Children's menu items?	1	2	1	2
Display cooking open kitchen or tableside?	1	2	1	2
Live entertainment/music?	1	2	1	2
Delivery of menu items to customers?	1	2	1	2
Dessert display?	1	2	1	2
Salad/food bar?	1	2	1	2
Daily menu change?	1	2	1	2
Seasonal menu features?	1	2	1	2
Dress code for patrons?	1	2	1	2
Sections for smokers and non-smokers?	1	2	1	2
Amenities for singles dining alone?	1	2	1	2

13. A. In 1988, have you remodeled your restaurant's dining area or kitchen area? (RECORD IN COLUMN A)

B. (IF NO): Do you have plans to remodel (DINING AREA/KITCHEN AREA) during 1989? (RECORD IN COLUMN B)

	A 1988		B 1989	
	YES	NO	YES	NO
Dining area	1	2 →	1	2
Kitchen area	1	2 →	1	2

14. Do you use a computer in your operation?

Yes	1	
No	2	(SKIP TO Q.16)
Don't know	9	(SKIP TO Q.16)

15. Which of the following functions do you use it for?

	YES	NO	DON'T KNOW
Accounting/bookkeeping	1	2	9
Inventory control	1	2	9
Employee scheduling	1	2	9
Food production forecasting	1	2	9
Labor/time/attendance records	1	2	9
Purchasing	1	2	9
Recipe costing	1	2	9
POS (point-of-sale)	1	2	9

Is this POS or point-of-sale dedicated or PC driven?

Dedicated	1
PC driven	2
Both	3
Don't know	9

16. As you think about 1989, what is likely to be the most important problem you will face in your business next year? (PROBE AS REQUIRED)

_____

_____

_____

_____

_____

17. What about for the food-service industry as a whole – what is likely to be the most important problem confronting the industry in 1989?

_____

_____

_____

_____

_____

18. What is the per person check average for an evening meal in your restaurant?

AMOUNT: $_____

Refused	888
Don't know	999

19. What is the menu theme of your restaurant?

THEME: _____

No theme	888
Don't know	999

20. How many establishments are owned or operated by your company?

NUMBER: _____

Refused	888
Don't know	999

21. For tabulation purposes, I need to know which of the following categories best describes your restaurants total gross sales for its last full fiscal year. Were you sales . . . (READ CATEGORIES)

Under $500,000	1
$500,000 - $749,999	2
$750,000 - $999,999	3
$1,000,000 - $4,999,999	4
$5,000,000 - $9,999,999	5
$10,000,000 or over	6
Refused	8
Don't know	9

THANK YOU VERY MUCH FOR ANSWERING THESE QUESTIONS.
THE NATIONAL RESTAURANT ASSOCIATION APPRECIATES YOUR INPUT ON
THESE IMPORTANT MEMBER AND INDUSTRY ISSUES.